

# DALLAS



OFFICIAL PUBLICATION OF  
THE DALLAS CHAMBER OF COMMERCE

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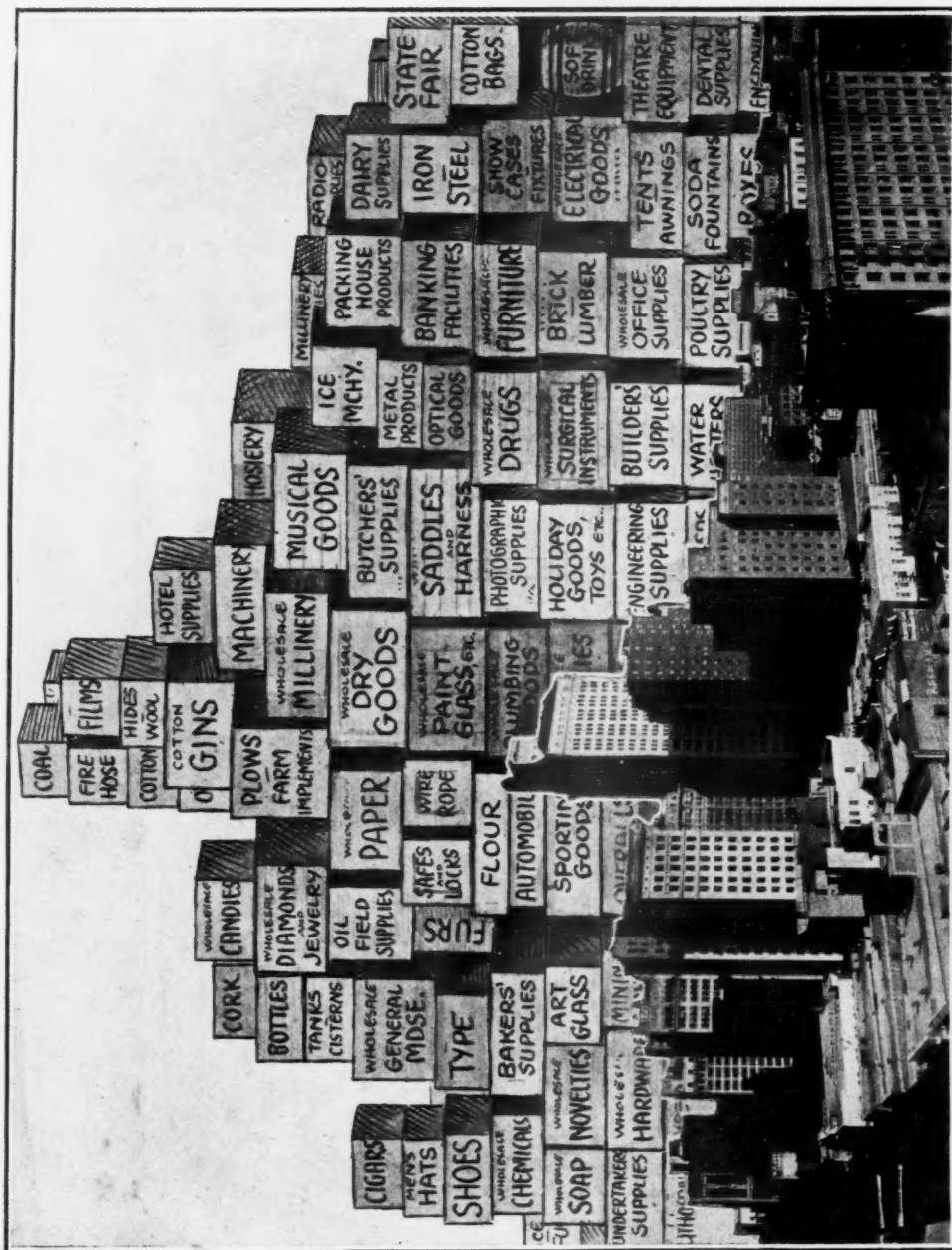
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Lancon, F. C. & Co. 15

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Southwestern Letter Service Co. 18

### ARCHITECTS

Lang & Wittell 26  
Pitzinger, J. A. 27  
Putnam & Davis 19

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Burgess, Burgess, Sadler, Chrestman  
& Brundidge 3  
Cockrell, McBride & O'Donnell 18

### AUTOMOBILES & TRUCKS

Perry Motor Co. 3  
Service Motor Trucks 18

### AUTOMOBILE PAINTING & REPAIRING

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"Pep" Shop 25

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Cox, Inc. 30

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### ENGINEERS—CIVIL

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Simpson-Whiteman Co. 15  
Stewart Office Supply Co. 29

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Miller, Vance K. 18  
Nat'l Cash Register Co. Inside Back Cover

Simpson-Whiteman Co. 15

Stewart Office Supply Co. Inside Back Cover

Todd Protectograph Co. Inside Back Cover

United Autographic Reg. Co. Inside Back Cover

Young, S. H. Inside Back Cover

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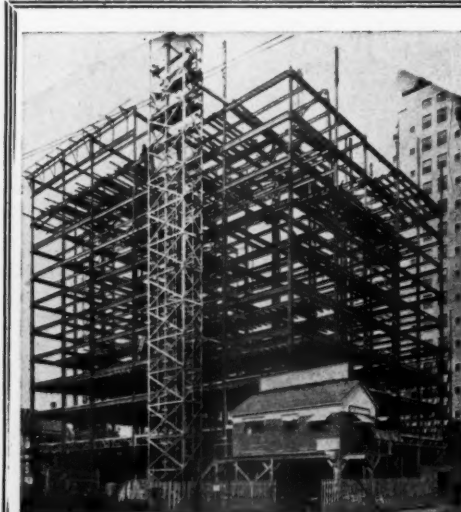
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Complete steel frames  
fabricated and erected.

Tanks, towers, fire es-  
capes, steel smoke stacks.

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STEEL AND MACHINERY  
COMPANY





# DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 1

JUNE, 1922

No. 6

## What Our Transportation Department Is Doing For Dallas

By A. C. VALENTINE

Chairman Traffic Committee

**U**PON good distribution facilities rests largely the framework of Dallas' commercial and industrial life. We believe that the Dallas Chamber of Commerce has the best organized Transportation Department in the Southwest, daily saving money for Dallas shippers, securing quicker service for Dallas customers, and seeking to give our city through its seventeen steam and electric railway outlets every possible differential favorable to distribution.

Let us consider a few of the recent accomplishments of the Traffic Committee of the Transportation Department. An outstanding development was in the reorganization of the package car service out of Dallas, which now gives our city a marked advantage. We are now operating some 150 package cars out of Dallas. The transportation lines have given full co-operation in building up a systematized service that compares favorably with that of any jobbing center in the United States.

Through the Transportation Department of the Chamber the Traffic Committee has prepared and furnished free of charge to all shippers a routing and rate book from Dallas to all points in Texas and Oklahoma. It shows the routes over which these package cars operate, and we are receiving splendid co-operation from the shippers of Dallas in following these routings.

### Reduced Rates for Durbar

**R**EDUCED passenger rates of a fare and one-fifth for the round trip from all Texas points to Dallas for the Durbar were secured by the Traffic Committee, these reduced rates being of advantage in bringing merchants and other people to the spring festival.

To enumerate the many important rate adjustments which have been secured by the Transportation Department, and which have meant many thousands of dollars to Dallas, would be impossible.



Some of the more important recent adjustments have been those on coffee, which will save Dallas manufacturers approximately \$40,000 a year; on linseed oil, meaning a saving of \$25,000 annually; on iron and steel, packing containers and other commodities with annual saving of from \$5,000 to \$10,000 for each commodity. We now have rate adjustments on twenty-five commodities that will be settled to the advantage of Dallas shippers in the near future.

### \$2,500,000 Saving for Dallas

**T**HE recent decision of the Interstate Commerce Commission in reducing all rates approximately 10% will be of much benefit to the industries of Dallas and will save them about \$2,500,000 per annum in their transportation charges. The decision of the commission is in line with the views advocated by the Traffic Committee of the Dallas Chamber, and which they presented through their representative at Washington and through the National Industrial Traffic League.

Two views obtained when the case was presented to the Commission. One was the so-called administration view, that the reduction, if any, should be made on basic commodities, such as farm products, iron, steel, coal, etc. The other view was that the reduction, if any, should be made

in the same manner that the advances were made; that is, when it was found necessary to advance the transportation charges, a general advance was made and all industries required to pay a portion of these advances. Therefore, in justice, if any reductions were found possible, they should be extended to all industries and all classes of shippers. This latter view was the one advocated by the Traffic Committee of the Dallas Chamber and the one adopted by the Interstate Commerce Commission.

### New Railroads Sought

**C**ONSIDERABLE attention is being taken at this time by the Traffic Committee to the bringing of two new transportation lines to Dallas. The ones in view would mean trunk lines and would furnish valuable additional outlets directly into important trade territory. Considerable data is being collected by the Transportation Department for use in attempting to secure these lines.

In concluding this brief summary, it should be mentioned that the efforts of the Transportation Department are directed both in the interests of the shippers and the carriers, and that our progress should carry with it the idea that we cannot have permanent prosperity without prosperity among the transportation lines. We are, therefore, co-operating with the carriers in their efforts to relieve their burdensome cost of operation and Dallas shippers are showing gratifying response to suggestions made by us or the railroads.

**F**OLLOWING is the personnel of the Traffic Committee of the Chamber, this body, with the exception of the Manager of the Transportation Department, serving entirely without compensation in the interests of Dallas:

A. C. Valentine, Chairman, Traffic Manager, The Murray Company.

W. T. Davis, Manager, John Deere Plow Company.

(Continued on following page)

## Gas Connections Show Rapid Growth of City

It is the purpose of the Dallas Gas Company to expend about \$325,000 during the fiscal year in enlarging the system of gas mains to take care of the steadily growing demands for service, according to H. C. Morris, manager of the company. In connection with the program is a plan for the erection of a building to cost about \$100,000 to house a garage, machine shop, repair shop, etc., for the company.

There are now 283 miles of gas mains in Dallas, Mr. Morris said, with nearly 30,000 service connections. This represents an increase of 2,000 the past year, and the increase the current fiscal year will be equally as great. In 1910 there were only 10,000 service connections. Last year approximately twenty miles of mains were laid in Dallas, according to Mr. Morris, whereas Detroit laid but ten miles and St. Louis sixteen miles, both cities larger than Dallas, and boasted of it. Increase in gas connections is one of the surest barometers of the growth of a city, it is generally considered.

## Dallas Most Healthy

For the week ending May 13, Dallas was the most healthy city in the United States, according to official announcement out of Washington. During the week there were but 24 deaths in Dallas, giving the city a death rate of 7.3.

### Transportation Department

(Continued from page 5)

Hugo Schoellkopf, Vice-President, The Schoellkopf Company.

Seth Tate, Traffic Manager, Higginbotham-Bailey-Logan Company.

Myron Kirk, Asst. Manager, Southwestern Paper Company.

P. A. Richardson, Secretary-Treasurer, Moroney Hardware Company.

Lee Anderson, Traffic Manager, Perkins Dry Goods Company.

J. C. Tapp, Traffic Manager, Butler Brothers.

Ferd Hicks, Asst. to President, Mosher Steel & Machinery Company.

J. E. Farrow, Traffic Manager, Brown Cracker & Candy Company.

Harry Lockett, Traffic Manager, John Deere Plow Company.

V. R. Philley, Traffic Manager, Graham-Brown Shoe Company.

J. W. Harper, Traffic Manager, Crowds Drug Company.

E. E. Latham, Traffic Manager, Sanger Brothers.

A. L. Reed, Manager, Transportation Department, Dallas Chamber of Com-

## Book Loans Suggest Growth of City

Loans of books from the Dallas Public Library during the fiscal year which closed May 1 numbered 303,579, it is shown in the report of Miss Betsy T. Wiley, librarian. This is compared with 254,579 volumes in the fiscal year of 1920-21 and 240,000 for the fiscal year 1919-20. Aside from the main library at Commerce and Harwood, there are the Oak Cliff branch and seven school depositories. There are twenty-three employees on the library staff.

Further proof of the fame of Dallas is revealed in a communication from Sydney, Australia, received by the Civics Department of the Chamber requesting a copy of all printed matter relating to city planning. Requests for data on city planning here have also been received from Miami, Fla., and Long Beach, Calif.

## Dallas Postal Receipts Increase 2,200% In 30 Years

Perhaps nothing shows more authoritatively and conclusively the steady march of Dallas than the gross postal receipts, which have grown from \$109,538 to \$2,394,458 in thirty years, or an increase of nearly 2,200%. Gross receipts for the three decades total \$21,556,855. Indicating the tremendous business of Dallas, the postal receipts of the city the past year amounted to nearly one-third of the total receipts of the eleven principal cities of the 11th Federal Reserve Bank district. Dallas ranked 23rd among the cities of the Nation in postal receipts last year, while the 1920 Federal census showed Dallas 42nd in population.

1891	\$ 109,538
1892	115,465
1893	118,895
1894	128,435
1895	126,402
1896	142,533
1897	142,524
1898	158,302
1899	174,901
1900	197,152
1901	230,910
1902	264,181
1903	289,039
1904	337,511
1905	392,713
1906	458,486
1907	513,098
1908	529,432
1909	607,820
1910	687,884
1911	769,368
1912	798,458
1913	1,002,023
1914	1,075,785
1915	1,073,678
1916	1,234,029
1917	1,400,324
1918	1,500,648
1919	2,206,455
1920	2,365,913
1921	2,394,458

## Five Community Shows Are Announced

For the purpose of improving agricultural and live stock production, the Dallas Chamber of Commerce, through its Agricultural Department, and the County Agent, working in co-operation with the local Chambers and public-spirited business men and farmers of the respective communities, will conduct five shows during September. These agricultural and live stock shows will be held at the following points in the county: Richardson, Sept. 1-2; Lancaster, Sept. 8-9; Grand Prairie, Sept. 15-16; Mesquite, Sept. 22-23; Carrollton, Sept. 29-30.

This work was started last year by the Agricultural Department, with four community fairs and six community fairs held in the county. Keen interest was displayed and a valuable stimulus to better production offered by the competition. The shows, however, are not held for exhibition purposes alone, the main feature being the educational advantages that all farmers may derive from such shows.

Following are the local organizations who conduct the respective shows:

**RICHARDSON:** J. M. Campbell, Pres.; E. E. Huffhines, 1st Vice-Pres.; A. J. Stults, 2nd Vice-Pres.; E. E. Pittman, 3rd Vice-Pres.; F. E. Hendrick, Treas.

Arrangement Committee: T. F. McKamy, W. S. Parks, Tom Berryman.

Finance Committee: F. E. Hendricks, Geo. Heffington, J. W. Blewitt.

Advertising Committee: Sam P. Harbin, V. Walton, R. E. Thompson.

Entertainment Committee: R. E. Thompson, M. L. Hollford, Ruff Stansell.

**LANCASTER:** H. R. Howell, Pres.; F. M. Hammond, 1st Vice-Pres.; J. H. Darby, 2nd Vice-Pres.; W. L. Randlett, Sec'y.; J. M. Billingsley, Treas.

Arrangement Committee: Dr. C. D. Bryson, J. W. Neilon, D. P. Mauldin.

Finance Committee: J. H. Darby, R. P. Henry, Jr., S. L. Randlett.

Advertising Committee: C. M. Hammond, S. F. McFarland, J. M. Billingsley.

**GRAND PRAIRIE:** F. C. Rector, Pres.

Advertising Committee: S. A. McIlheney, H. M. Lucas, J. H. B. Hendricks, J. L. Butler.

Finance Committee: A. C. Anderson, J. F. Waggoner, J. H. Brewer.

Arrangement Committee: J. A. Moore, E. E. Hall, J. C. Swadley, J. T. Smith.

Reception Committee: G. H. Turner, J. T. Yeager, L. O. Turner, S. A. McIlheney, J. G. Butler.

Concession Committee: C. M. Daniels, J. D. Gentry.

**MESQUITE:** W. W. Walker, Pres.

Arrangement Committee: O. B. Kimball, L. E. Gross, Ray Olinger.

Finance Committee: J. C. Rugel, John L. Lawrence, N. A. Holley.

Advertising Committee: H. V. Stewart, John A. Davis.

Reception Committee: J. F. McCullough, J. H. Rugel, F. C. Hicks, Mrs. W. W. Walker.

**CARROLLTON:** Ray Degan, Pres.; E. W. Broadhurst, Sec'y.

Directors: J. B. Chastain, chairman; Geo. Brune, W. T. Squibb, C. A. Miller, C. C. Hayley, Dr. E. W. Burnett, W. H. Johnston, Ray Degan, E. W. Broadhurst.

# Home Building Continues Unabated

**H**OME building still forms the bulk of activity in Dallas' construction program which appears certain to surpass during 1922 the record of any previous year. Permits for 2,778 residences were granted during 1921, but the number this year will be far greater, if the present progress continues. Opening of new additions around the outskirts of the city is a feature. Dallas is ranking around fifteenth in the Nation in building permits so far this year. Total building permits for May approximated \$1,200,000, bringing the valuation of permits so far this year to above \$8,000,000.

With the Watson Company as contractors and C. D. Hill & Company as architects, work is under way on the remodeling of the building at 1607-9 Main Street, running through to Elm, for the W. T. Grant Company, which has taken a 20-year lease on the property. The cost of remodeling will be \$100,000 and 20,000 square feet of floor space will be available.

Tenison & Bair Company have occupied their large new home at 2113-21 Main Street. The concern has signed a contract to handle the Oldsmobile and Republic truck in addition to the Marmon car.

McGraw aviation field will be greatly enlarged and extended from the Oak Cliff viaduct to Commerce Street within the next few weeks, making it one of the largest commercial flying fields in the Southwest.

**A**GREEMENT has been consummated between property owners on Laws and Griffin Streets with the M., K. & T. Railway whereby the railway will construct a switching track extending from McKinney Avenue to the Katy yards, serving several blocks on both streets in this rapidly developing industrial district. Among firms recently locating in the district which will use the new trackage facilities are the Dallas Paper Company, Davis Manufacturing Company, Nelson Manufacturing Company, Southwest Tablet Manufacturing Company and the Hormel Packing Company.

Excavation for a \$25,000 building in this district for the Kelly-Springfield Tire Company extending from Laws to Carter street has started.

Sigel & Martin are erecting a \$30,000 two-story brick building at Harwood and Olive streets which is to house a retail furniture store. Construction is to be completed in ninety days. C. D. Hill & Company are the architects.

Captain W. E. Easterwood is erecting a 131x81-foot brick building, two stories, cost \$40,000, at Akard and Marilla streets, the lower floor for stores and the upper to be used as a hotel. Campbell & Moffit are the contractors and Arthur A. Brown, architect.

Permit for the erection of a three-story automobile warehouse and oil station at 512-14 Jackson street, costing \$35,000, has been granted to Ralph Briggs and R. H. Parks, with Rupert Hughes as contractor.

General contract for the new Trinity Heights High School at Summit and Woodin avenue has been let to Lange & Trumpf, the building complete to cost \$82,932. Kinnison Bros. have the heating contract, Superior Electric Company, the electric work, and Levy Plumbing Company the plumbing. Lester N. Flint Company are the architects.

Louis Blaylock has been granted a permit for the erection of a two-story garage building at 2021-29 Jackson street to cost \$25,000, Hughes-O'Rourke Construction Company, contractor.

Runell Staples has the contract for a \$17,600 addition to the Avondale exchange of the Dallas Telephone Company.

## New Administration Building of Young Women's Christian Association



An important addition to the public buildings of Dallas is the new administration building of the Y. W. C. A., now under construction. The building is four stories and basement and fronts 116 feet on Jackson and 89 feet on Prather Street. The cost complete will exceed \$300,000. C. D. Hill & Company are the architects and the Watson Company, the contractors. Taken in connection with the splendid Y. W. C. A. Home on Haskell Avenue, recently completed, Dallas will shortly offer Y. W. C. A. advantages equalled by those of few cities of its size.

The First Presbyterian Church has purchased the block known as Campbell Park adjoining Reverchon Park as the site for the new \$60,000 building to house the Richard Freeman Memorial Clinic, with accommodations for seventy-five patients.

**T**HE Watson Construction Company has the general contract and the Southern Wire & Iron Company the contract for the steel work on the new building at Fair Park to house the exhibits of Dallas manufacturers and automobile concerns. The 185x500-foot building will cost between \$130,000 and \$140,000. The old building occupying the site has been razed.

Cycle Park, Dallas' summer theater, which was wrecked by fire caused by lightning, will be rebuilt immediately, according to Dave Heilman, business manager of the Lewis-Worth Company, owners. The plays of the company are being shown in the Majestic, pending the completion of the new theater, which it is said, will be finer than the one destroyed.

Hyman Pearlstone, general manager of the Boren-Stewart Grocery Company, has announced that the contract for the new 100x150-foot two story brick home of the company has been let to the Trinity Construction Company, Lang & Witchell, architects. Work of the \$125,000 building is to be completed September 1. It will be at Young and DeSoto streets.



# Dallas, Telephone Capital of the Southwest

*"It has been my experience that the growth and development of a city are accurately reflected in that city's telephone system," a business man of national reputation declared in an address before an Eastern Chamber of Commerce.*



WHEN the Vice-President of a large Eastern Telephone Company, while visiting here recently, was told that this city had more than 41,000 telephones, he at once became interested as to the population of Dallas. When informed that this city had only some 200,000 inhabitants, he expressed considerable surprise and remarked that, "ordinarily an Eastern city with the same population usually had less than 20,000 telephones."

Not only does Dallas outrank other cities of the same population, but many cities with twice the population of Dallas have fewer telephones. In point of numbers Dallas has more telephones than any other city in the entire South. Slightly more than one-half the telephones in Dallas are the machine switching type, which gives Dallas more machine switching telephones than any other city, with the exception of Los Angeles, Calif.

Ten different telephone exchanges are required by the Dallas Telephone Company to handle the enormous average of 400,000 telephone conversations carried on over the humming wires of Dallas' telephone system each day. The complications of a spider's web are puny as compared to the thousands of miles of wire radiating in every direction from these ten exchanges. Telephone cables connected with these exchanges contain 151,354 miles of wire, 94,509 of which is underground and in addition to wires in cables there are also 2,751 miles of open wire construction. The total length, 154,105 miles, of Dallas telephone wires would encircle the globe six times.

THE remarkable growth of Dallas is no better reflected than in the expansion of the Dallas telephone system, as shown by the following figures giving the number of telephones since 1890:

1890 .....	600
1900 .....	3,205
1910 .....	16,927
1920 .....	38,005
1922 .....	41,500

Many large office buildings, hotels, business houses, and factories in Dallas contain more telephones than some of the large foreign cities.

One new office building, the 29-story Magnolia Building, will be equipped with

one 250-line switch-board and 22 private branch exchanges in addition to the single line connections. A 900-pair cable running from the "X" central office to this building was laid at a cost of \$8,000. Including the single line connections, it is estimated that ultimately this building will contain nearly nine hundred telephones, or as many telephones as are found in an average city of seven thousand inhabitants.

DALLAS is also the headquarters of the Southwestern Bell Telephone Company of Texas, which operates about 250 telephone exchanges throughout the State. The Southwestern Bell Telephone Company's general offices occupy several floors of the Western Indemnity Building and employ nearly four hundred people.

At present that Company owns and operates 189,672 stations. A veritable forest of 527,700 telephone poles are required to carry the 156,007 miles of wire which connect these stations throughout the State.

In addition to the telephone exchanges for local systems the Southwestern Bell Telephone Company operates many long



distance offices in every section of the State, making long distance service available in practically every town in the State, as independent companies operating approximately 240,000 stations of their own, are directly connected with the Bell System. As the "communication capital" of the Southwest, Dallas stands unchallenged.

## St. Louis Man Likes Magazine

The Chamber of Commerce is in receipt of the following letter from V. C. Houser, vice president of the Barnes-Crosby Company of St. Louis, who was here recently on the St. Louis "Goodwill" tour:

"I like so well your publication 'Dallas' that I'm going to ask you to consider this letter as my authorization for a year's subscription. I have had considerable intimate acquaintance with various Chamber publications and the publications of other organizations such as the Chicago Athletic Club magazine and some others, but the best little publication I've seen yet is 'Dallas.' I'm grateful for the mention in your last issue of the visit of the St. Louis party. I'm dead stuck on Dallas and if I ever move from here I hope my next stop will be in Dallas."

## City Tax Rate Cut Four Cents

Due largely to economy in city departments, resulting in some \$200,000 remaining in the general fund of the city at the close of the fiscal year, the new city tax rate will be \$2.40, a decrease of 4c as compared with the preceding year. The tax rate of \$2.40 per \$100 valuation really means that the rate is \$1.20, as property here is assessed at only 50% of its real value.



F. M. HOAG  
General Manager Southwestern Bell Telephone Co. of Texas.



## Help Keep Dallas Healthy

BY DR. W. T. DAVIDSON  
Director of Public Health

Do you want to help the city officials make Dallas one of the healthiest cities in all the Southland? Then watch your own premises and all other places for fly-breeding places; they abound in filth and spread disease. Clean up all places right now and keep them clean.

Mosquitoes breed in standing water. First, the egg is laid, then comes the waggletail, and finally the mosquito. They are not only a pest, but are the only means of transmitting malaria and denegue fever. You can readily prevent them from breeding on your place by the following methods: Screen cistern with wire screening, 16 meshes to the inch, or other material that will keep out mosquitoes, and keep covered at all times except when in actual use; and for the cistern above ground, cover with a thin film of kerosene. Fill up all old wells. Drain or fill all standing pools of water. Ditch and cut all herbage from around the edges of all slowly moving streams so that the water will move readily. Drain ponds or cover with oil. Empty all old vessels, such as barrels, tubs, cans, etc., containing old water. Follow this plan carefully and you will have no mosquitoes around your place next summer.

## Dallas Companies Hold Heavy Insurance

Texas home life insurance companies had a total of \$559,722,269 of insurance in force on January 1, 1922, according to the State Commissioner of Banking and Insurance. This was divided among fifteen concerns chartered in Texas. The list shows the following Dallas companies: American Life Reinsurance Company, \$27,146,043; Southland Life, \$66,291,828; Southwestern Life, \$105,416,705; Texas Mutual Life, \$321,000; United Fidelity Life, \$5,766,651.

## Texas Leading Nation in Oil Production

Texas again in February led the Nation in oil production with 10,774,000 barrels as compared with 11,520,000 in January, according to the U. S. Geological Survey. Oklahoma ranked second with slightly more than 10,000,000 barrels in February. Texas led in oil production in January also, as well as during the fall of 1921.

# Watching the Marvelous Progress of Texas

## Alex Sanger Honored on 75th Birthday



On the occasion of his 75th birthday, May 8, Alex Sanger, pioneer merchant of Dallas, first president of the Chamber of Commerce and at present a director, was honored by a special meeting of the Chamber directors at which tributes were paid him in addresses and his long years of activity in the upbuilding of Dallas and his generous support of the Chamber were lauded in a resolution unanimously adopted. Officials and employees of Sanger Bros. and many other citizens also gathered to honor him at a reception that night at Sanger Bros.

## Casinghead Gasoline Is Growing Industry

Manufacture of casinghead gasoline in Texas, beginning on a small scale when the West Texas fields were opened a few years ago, has now grown to an industry involving a valuation of about \$35,000,000. Sixty-nine plants are now operating in the State with an output of about 350,000 gallons a day.

The gas that is employed in making casinghead gasoline is that which comes from oil wells flowing out from between the casing and the tubing that carries the oil to the surface. Casinghead gasoline is more volatile than straight run gasoline and is chiefly used in blending and processing heavy oils in the refineries.

STATISTICS become eloquent when the record the Lone Star State is making, as shown in the "Blue Book of Southern Progress," issued by the Manufacturers' Record, Baltimore, is considered, and for that matter the entire South offers figures of amazing development. Missouri is listed by the magazine as a Southern State of the group and it is the closest rival of Texas. Of interest in this connection is the fact that if Texas were as densely populated as Missouri it would have some 25,000,000 people instead of less than 5,000,000, as the 1920 census showed. A comparison of the growth in population of the two States follows:

Year—	Missouri	Texas
1880.....	2,168,380	1,591,749
1900.....	3,106,665	3,048,710
1910.....	3,293,335	3,896,542
1920.....	3,404,055	4,663,228

In the expenditures for public education the following tables are shown:

Year—	Missouri	Texas
1880.....	\$ 2,675,300	\$1,030,000
1900.....	7,816,000	4,465,200
1910.....	12,769,700	9,511,200
1920.....	28,335,700	31,876,600

A race in which Texas still is behind is manufacturing, the total value of manufactured products in the two States being shown herewith:

Year—	Missouri	Texas
1880.....	\$165,386,205	\$20,719,938
1889.....	316,304,095	92,749,129
1909.....	574,111,070	272,895,635
1919.....	1,599,264,000	999,996,000

The value of farm crops follows, Texas, being the only State which has ever passed the billion dollar mark in this field:

Year—	Missouri	Texas
1879.....	\$ 95,913,000	\$65,204,000
1899.....	121,455,000	166,965,000
1909.....	211,001,000	287,455,000
1919.....	559,048,000	1,071,527,000

Figures for national bank deposits follow:

Year—	Missouri	Texas
1880.....	\$ 8,391,274	\$2,080,993
1900.....	64,448,555	49,749,108
1910.....	143,758,257	175,959,283
1920.....	324,575,000	515,848,000

It should be mentioned in this connection that the deposits in the State, savings and private banks of Missouri totaled \$635,432,000 in 1920 as against \$287,363,000 for Texas. Texas has twice as much railway mileage as Missouri and spends roughly twice as much on ordinary roads as Missouri does, it is shown.

It would be a source of inspiration for any Texan to secure a copy of the "Blue Book of Southern Progress" and study the data on the resources and growth of their own State, as well as of the entire South.

# Dallas-Made Goods Grow in Popularity

**W**E E K L Y luncheons given under the auspices of the Manufacturers' Department of the Chamber continue to grow in popularity, the average attendance now being well above 200. All Chamber members are invited, and new firms in the city and new members are particularly urged to be present that they may be introduced to the citizenship. The group plan is now being carried out, manufacturers of pharmaceuticals and druggists' supplies having had charge of the first meeting, manufacturers of building materials the second meeting, and manufacturers of clothing the third meeting in the month.

Among features presented at the various meetings, Dr. Julian Pennington, director of the Dallas Psychological Clinic, discussed fitting men and women into positions they are best fitted to fill. Mayor Sawnie R. Aldredge, County Judge Arch C. Allen, W. E. Greiner, president of the Board of Education, H. A. Olmsted, president of the State Fair and D. V. Carruth, vice president of the Southwestern Purchasing Agents' Association were speakers at various meetings, pledging their organizations to give full recognition to the merits of Dallas-made goods. William Z. Hayes, vice president of the Republic National Bank, Edwin C. Bennett, sales manager of the Nobo Engine Company and George P. Galvin, manager of the Berger Manufacturing Company, are among those who have spoken at various meetings.

R. B. Ellifritz, managing director of the Adolphus Hotel, gave a dinner dance in "Bamboo Land" on May 2 complimentary to the members of the Manufacturers' Department and their wives and sweethearts. Fully 250 attended. Addison Gage presided as toastmaster.

A series of most interesting page advertisements is appearing weekly in the Dallas News, Dallas Journal and Dallas Times-Herald, under the auspices of the Manufacturers' Department of the Chamber, introducing various Dallas factories and setting forth the merits of Dallas-made goods and the many advantages of patronizing local factories.

## Free Trip to Yellowstone

**A** TRIP to Yellowstone National Park with all expenses paid will be given to some graduate of a Dallas High School or finishing school by Frank Reedy, through the Manufacturers' Department of the Chamber. The trip will

begin July 11 and last two weeks. Contestants will be required to register at the Chamber and will be credited with five points for each card upon which they obtain the signature of a housewife indorsing the manufacturers' movement and agreeing to buy made-in-Dallas goods. Each contestant will also be required to write an essay of not more than 500 words on "Why Dallas People Should Patronize Home Industry." The winning essay will afford a credit of 500 points in the contest; 2nd, 400 points; 3rd, 300 points; 4th, 200 points, and a credit of 100 points to all other contestants who score more than 75% on their essays. Five points will also be awarded on each dollar for new Chamber members obtained by the contestants.

## Industrial Tours Held

Several interesting industrial tours have been made under the auspices of the Manufacturers' Department during the month. Visitors were conducted through the ten buildings of the big plant of the Murray Company by W. L. Hancock, engineer for the firm, and shown the various stages in the manufacture of cotton gin and cotton oil mill machinery, oil field supplies and metal automobile wheels. The splendid new plant of Farm and Ranch and Holland's Magazine, costing more than \$500,000, was visited on the same tour. Colonel Frank P. Holland started Farm and Ranch in 1885. It now has a circulation of 135,000 and Holland's Magazine, 225,000. Liddo Tortorici, manager of the National Macaroni Company, initiated the visitors into the technicalities of macaroni and spaghetti making.

Another tour included the plant of the Brown Cracker & Candy Company, one of the largest of its kind in the South. The attendance at this plant was the largest in the history of the tours. The modern, new plant of the Sewall Paint & Glass Company on River street was also inspected on the tour. A description of this factory was carried in a recent issue of "Dallas." The May 31 tour included the plants of the Hesse Envelope Company and the First Texas Chemical Company, and were not made when copy for this issue of "Dallas" was turned in.

W. G. Breg of Dallas was elected president of the Investment Bankers' Association of Texas at the convention at Austin. Dallas won the next annual meeting of the body.

## Talking About Our Chamber Magazine

The Chamber of Commerce is in receipt of a letter complimenting "Dallas" from Joseph Esler, service manager at the Chicago office of the Lightner publications, which include the Rice Journal, published at Beaumont, the Peanut Promoter, Suffolk, Va., the County Agent, Chicago, and a large number of other business publications. The letter follows:

"Chamber of Commerce, Dallas. —This office is in receipt of the March issue of your publication 'Dallas,' and will say it is one of the best publications we have ever seen. We get hundreds of papers in our service department and nothing equals your magazine for the lines it covers. We will be glad to have it each month for our reference files and will appreciate your April issue by return mail."

## New State Bank Opens

The State Bank & Trust Company, a guarantee fund State bank, has opened at 1806 Main Street, the concern taking over the business of the Home Trust & Savings Bank, organized last year and which has been operating in Oak Cliff. Hugh W. Ferguson, president, and E. P. Gaston, cashier of the Home Trust & Savings Bank, will occupy the same positions with the new institution and the capital will remain the same, \$100,000.

## Furniture Company Now in New Home



The F. L. Shumpert Furniture Company has recently completed a handsome three-story building at 2501-03 South Ervay Street. This Company which was organized in March, 1921, handles a general line of household furniture and is the exclusive distributor of the Evansville Furniture line for the State of Texas. Previous to May 1st the Company was located at the intersection of Juliette and the H. & T. C. Railway. Expanding business forced them to seek larger quarters and their new home contains approximately 37,000 square feet of floor space. F. L. Shumpert, secretary and treasurer, is in active charge of the business.

## Many Conventions Held Here Recently

**D**URING the past two months Dallas has entertained 25 conventions with a combined attendance estimated at 6,500, and has also been the host to thousands of visitors through the Southwest Durbar. At a recent meeting of convention secretaries from 30 cities, it was estimated that the average expenditure by a convention delegate amounted to \$8.45 daily, this not including merchandise purchased in stores. The 6,500 delegates to Dallas conventions represents 35,000 on a one day basis and an expenditure of \$8.45 a day would mean \$295,750 of outside money placed in Dallas business channels during the two months, with the valuable publicity feature of having Dallas viewed by many visitors still to be considered.

Expenditures by convention delegates here during the past two months amount to as much as the annual payroll of a factory employing 200 people at an average wage of \$5 a day, or the payroll for two months of a factory employing 1,200 people. It is estimated that the 6,500 delegates consumed while in Dallas: 7,000 pounds of butter; 15,000 pounds of flour; 17,500 pounds of meat; 8,000 pounds of sugar; 35,000 pints of milk; 100,000 cigars; 40,000 gallons of coffee. It is also estimated that they purchased 25,000 movie tickets, 20,000 shaves, 20,000 shines and 35,000 newspapers.

**T**HE Retail Merchants' Department of the Chamber and the Dallas Hotel Men's Association are co-operating closely in making Dallas a greater convention center. Among important conventions for 1923 which have been recently secured are the following: Texas Bankers' Association, Texas Music Merchants' Association, I. O. O. F. and Rebekah Assembly, Texas Retail Jewelers' Association, Texas Jersey Cattle Club, Texas Hardware and Implement Dealers Association, the Knights Templar, Texas Lumbermen's Association, Texas Ginners' Association.

Following are conventions entertained here during April: Texas Tariff Assn., Apr. 1; Farm Bureau Directors of Texas, Apr. 7-8; Texas Poster Advertising Assn., Apr. 13-15; Gates Rubber Co. field men, Apr. 10-11; Texas Cotton Ginners' Assn., Apr. 17; Texas Retail Jewelers' Assn., (fifth consecutive time), Apr. 17-18; Texas Optometric Society, Apr. 19-20; National Assn. Mutual Casualty Co., Apr. 25, North Texas Interscholastic League, Apr. 22; Texas Knights of Columbus, Apr. 22; Dallas County Medical Society Clinic, Apr. 27.

Leading conventions entertained during May were: International Assn. of Railway Clerks, May 1-15; Texas Sunday School Assn., May 3-7; Transportation Committee Texas Chamber of Commerce, May 2; Scottish Rite Reunion, May 15-19; National Oil Mill Superintendents' Assn., May 17-19; National Oil Mill Machinery Manufacturers' Assn., May 17-19; Texas Sash and Door Manufacturers' Assn., May 19; Dallas County Medical Clinic, May 20; Grand Army of the Republic, Texas, May 22-23; Ladies' Auxiliary G. A. R., May 22-23; Texas Band Teachers' Assn., May 25; Texas Certified Public Accountants, May 25; Texas Peace Officers' Assn., May 25-26.

## West Texas Fair Dates Given

Dates for some of the leading West Texas fairs this fall have been announced as follows by the West Texas Chamber of Commerce:

Baylor and Childress County Fairs, at Seymour and Childress, Sept. 12-16; Texas Pecan Palace at Brownwood and Dickens County Fair at Spur, Sept. 21-23; Runnels County and Cisco Fairs at Ballinger and Cisco, Sept. 14-16; Colorado Fair at Colorado City, Sept. 22-23; West Texas Fair at Abilene, Sept. 25-30; Floyd County Fair at Floydada, Sept. 25-27; Plainview Fair at Plainview, Sept. 28-30; Terry County Fair at Brownfield, Sept. 29-30; Garza County Fair at Post City, Oct. 5-7; South Plains Fair at Lubbock, Oct. 17-21, and San Angelo Fall Fair at San Angelo, Oct. 24-28.

## Harvard Bureau Shows Retailers' Profits

The Bureau of Business Research of Harvard University, in an investigation of 266 retail establishments, have found merchandising costs to be divided as follows:

Goods cost net .....	72.2%
Salaries and wages .....	13.9
Rentals .....	1.9
Advertising .....	2.1
Taxes .....	.6
Interest .....	2.1
Supplies .....	.9
Heat, light, power, delivery .....	.7
Unclassified .....	1.7
Traveling .....	.3
Communication .....	.2
Repairs .....	.4
Depreciation .....	.7
Professional services .....	.1

Total expense .....	25.9%
Total merchandise cost plus expense .....	98.1%
The merchant made .....	1.9%

"Protection" is the name of a neat, illustrated monthly house organ published by Craddock & Smith, insurance agency, the first issue of which has reached the Chamber.

## Dallas for A. & M. College in West Texas

**F**OLLOWING a report of Dallas delegates to the West Texas Chamber of Commerce convention at Plainview May 22-23, the directors of the Dallas Chamber of Commerce voted a unanimous endorsement of a State Agricultural and Mechanical College for West Texas at their meeting May 26. That the West Texas Chamber will prosecute even more vigorously its efforts to secure an A. & M. College for West Texas during the coming year than ever before was one of the main planks adopted at the convention.

The fourth annual convention of the West Texas Chamber, which has a membership of more than 6,000, was the largest yet held, it being estimated that 5,000 delegates and visitors were on hand. A. B. Spencer, of Crosbyton, succeeds Clifford B. Jones, of Spur, as president and San Angelo was chosen as the next meeting place. The Brownwood and Hereford bands won first place in their respective classes in the band contest. Porter A. Whaley, manager, and W. T. Wheeler, assistant manager, were presented with gold watches in appreciation of their able work for the West Texas Chamber. The Plainview meeting was bubbling over with enthusiasm, optimism and true West Texas spirit.

Plainview proved a royal host. The county seat of Hale County, in the famous irrigation belt of the South Plains, had voted some \$60,000 in bonds for the erection of an auditorium seating about 2,500, especially for the convention. It handled nicely a convention of that size, which would have been noticeably felt even in Dallas, practically every home in the city being thrown open for guests. Among the entertainment features was an automobile tour through the fields of alfalfa, wheat and vegetables in the irrigated district.

## Farm Bureau Gets New Quarters

The Texas Farm Bureau Federation and affiliated bodies have leased for four years the Keith-Patterson Motor Company Building at Ervay and St. Louis streets. They were crowded in their quarters at Commerce and Browder streets, but the new building contains 40,000 square feet of floor space.



# Additions to Dallas Business Family



**D**ALLAS has secured more than 300 new businesses since the first of the year, and from inquiries received by the Industrial Department of the Chamber the movement will continue unabated. Following is a list of some of the more important concerns locating here during May, together with other items of interest in industrial and business circles:

**ATLANTIC RADIO SALES COMPANY**, 300 North Ervay Street, distributors of radio equipment. Chartered May 2, \$10,000 capital stock; G. A. Doering, J. L. Smith and W. A. Southworth, incorporators.

**BALENTINE RADIO COMPANY**, 306-9 Scollard Building, distributors of radio supplies.

**W. M. BEAMAN, INC.**, Magnolia Building. Chartered May 26, \$2,000 capital; W. M. Beaman, J. C. Weaver and Charles Hogsett Jr., incorporators. Purpose, merchandise.

**BOYD-PATTERSON COMPANY**, 1323 Wood Street; incorporated May 10; \$75,000 capital stock; G. P. Edgell, L. F. Reardon, W. R. Boyd, and W. R. Patterson, incorporators. Purpose, publishing and printing.

**BRUNSWICK TIRE COMPANY**, 611 Main Street, distributors of Brunswick tires, has been given entire Southwestern territory consisting of Arkansas, Oklahoma, New Mexico and Texas. James K. Beach has recently been appointed manager for the Southwest.

**BURTON BARBER COLLEGE**, chartered May 6, \$5,000 capital stock; Mary L. Burton, H. L. Gerard and Mrs. Kathlene Chaney, incorporators.

**B. & J. SALES COMPANY**, Elm and Austin Streets; incorporated for \$12,000 by C. H. Read, O. S. Borgess and S. C. Jones with the latter as manager. Purpose, merchandise.

**CHAIN STORES REALTY COMPANY** has filed amendment to its charter increasing capital stock from \$20,000 to \$250,000.

**DALLAS COUNTY STATE COMPANY**, Dallas County Bank Building, incorporated May 4, \$50,000 capital; Charles L. Sanger, W. M. Holland and A. P. Cunningham, incorporators; R. L. Thornton, president; Cecil Gaulding, secretary; Milton Brown, treasurer. Purpose, to deal in notes, bonds and securities.

**DALLAS RADIO SUPPLY COMPANY**, 1927 Main Street, E. V. Long and W. P. Gandy, managers. Distributors of radio equipment.

**DAVIS SANBORN SHIRT MANUFACTURING COMPANY**, 1212½ Main Street. Shirts made to order.

**DEAN & EWEN COMPANY, Inc.**, bookbinders, filed amendment changing name to American Beauty Pass Book and Cover Company. Office 2004½ Lamar Street.

**DODSON-McCONNELL COMPANY**, 2544 Elm Street, G. R. Dodson, manager; retail furniture store.

**DREADNAUGHT SHOCK ABSORBER COMPANY OF TEXAS**, 1110 Dallas County Bank Building; distributors for Texas.

**DUECKER BROS.**, 713 Elm Street, makers of transmission belts and rebuilders of old belts.

**FEDERAL RADIO SALES COMPANY**, 1011 Elm Street; radio supplies.

**FINNEY SHIRT MANUFACTURING COMPANY**, 1108½ Commerce Street; shirts made to order.

**FIRST MUNICIPAL BOND AND MORTGAGE COMPANY**, Scollard Building. Chartered with \$25,000 capital stock, to buy Texas municipals and sell to Texas investors. Incorporators: George F. Sturgis, W. C. Guiberson, E. W. Luna, M. R. Brucker Jr., S. J. Houghton Jr., En Kneeland, Ben Fell and L. W. Quinn. Successor to Houghton, Lumsden & Company.

**FREEZE & NOSIG**, Flexlume Service, 420 Slaughter Building. Distributors of Flexlume Corporation products.

**FRICK-REID SUPPLY COMPANY**, Tulsa, Okla., and Pittsburg, Pa., will establish offices in a few days in the Magnolia Building, temporary offices at present in Scollard Building. This company manufactures oil field equipment. F. P. Hodge is local manager.

**FULTON IRON WORKS COMPANY**, St. Louis, Mo., engine builders, have opened offices at 709 Praterian Building.

**W. T. GRANT COMPANY**, New York, ten to fifty cents variety stores, have let contract to Watson Company for remodeling of buildings at 1604-6-8 Main Street, through to Elm Street, and will occupy this location with a large variety store as soon as remodeling is completed. More than \$100,000 will be spent in remodeling.

**HEADCRAFT CAP MANUFACTURING COMPANY**, distributors of Varsity Caps, has opened offices and display room at 907 Commerce Street.

**HIGGINBOTHAM-BARTLETT LUMBER COMPANY**, 2514 Commerce Street, filed amendment to its charter May 15, increasing capital stock from \$500,000 to \$1,100,000. E. W. Higginbotham is president of the company.

**HOPE CAMERA SHOP**, Stephen Carra of Los Angeles, manager, has leased location in the new Hope Theater.

**HURST & PEACOCK COMPANY**, 1805 Main Street, agency for Sundstrand adding and listing machines.

**IMPERIAL SHOE COMPANY, INC.**, chartered May 20, \$25,000 capital stock; F. L. Chinske, L. L. Chinske and S. P. Clark, incorporators. Retail store on Main Street, adjoining entrance to Great Southern Life Building, specializing in Ralston Shoes.

**INDEPENDENT SPECIALTY COMPANY**, chartered May 10, \$25,000 capital stock; C. B. Denman, A. C. Collin and W. M. Vick, incorporators.

**INTERNATIONAL COTTON PROTECTING CORPORATION**, Mobile, Ala., has leased two-story building at 1003 Camp Street, for the manufacture and distribution of a chemical product called "Cottonprotect" which renders cotton bales immune to vegetable rot and makes them largely fireproof. This company recently demonstrated their product at the Texas Ginners' convention here and established a plant here as a result of the interest shown. Claude Sachs is manager of the local plant.

**KAESTNER & HECHT COMPANY**, Chicago, Ill., electric elevator builders, have established Southwestern offices at 306 Andrews Building, with Harry S. Haynes as manager.

**KINSELLA HAT MANUFACTURING COMPANY** is the new name adopted by the Archibald Hat Company in an amendment filed May 17 changing the company's name.

**LEACH MOTORS COMPANY**, 2032 Commerce Street, distributors of R. & V. Knight, McFarlan and Earl cars.

**LEIGH MANUFACTURING COMPANY**, Chicago, Ill., has established plant at 608 South Pearl Street to manufacture banana shipping crates.

**LIBERTY GRAIN & FUEL COMPANY**, 313 North Walton Street, chartered May 15, \$30,000 capital stock. C. M. Patillo, L. G. Patillo and W. E. Conn, incorporators.

**LOUTEX CORPORATION**, incorporated for \$100,000, E. I. Thompson, president, to engage in oil business. Offices, 1903-5 Magnolia Building.

**MAGNOLIA SANDWICH AND WAFFLE SHOP**, chartered May 2, \$6,000 capital stock, Parke Hooe, Werth Wimberly and V. G. Winston, incorporators.

**MAPLE LEAF OIL & PRODUCING CORPORATION** has opened offices at 245 Western Indemnity Building.

**AL MARS, INC.**, Gus Roos Building, chartered May 19, \$50,000 capital stock. Al Mars, C. Krause, R. A. Webb, incorporators. Music publishing business.

**M. B. ISE KREAM COMPANY**, chartered May 2, \$250,000 capital stock. A. P. McLendon, A. Braun and H. F. Owsley, incorporators.

**SAM G. McFADDEN & COMPANY**, 316-18 Lintz Building, organized to engage in real estate, loan and insurance business.

**O. L. McKNIGHT GRAIN COMPANY** will open offices in a few days at 715 Dallas County Bank Building, to engage in wholesale grain business.

**MINING OIL COMPANY**, chartered May 4, \$40,000 capital stock. Epps G. Knight, S. E. Milliken and F. M. Cockrell, incorporators.

**MIRACLE RADIO MANUFACTURING COMPANY**, Interurban Building, retail salesroom, 1312 Main Street. Manufacturers and dealers in radio supplies.

**MORTEN MILLING COMPANY** has filed amendment increasing capital stock from \$500,000 to \$1,000,000.

**MORTEN-SWALWELL MOTOR COMPANY**, chartered May 26, \$50,000 capital stock, E. W. Morten, C. E. Swallow and J. F. Reddish, incorporators. New distributors of Maxwell and Chalmers motor cars. Offices and salesrooms, 2125 Commerce Street.

**NATIONAL MERCANTILE COMPANY**, 2014½ Commerce Street, Oscar Gauthier, manager. Distributors of inks and chemicals throughout Southwest, carrying stocks in Dallas and selling to jobbers.

**NEW PROCESS BAKERY** has opened new shop at 1513 Elm Street.

**NICHOLAS CAFE**, O. D. Nicholas, manager, recently opened at Main and St. Paul Streets.

**OAK CLIFF RADIO COMPANY**, 10th and Jefferson Streets, Oak Cliff, dealers in radio supplies.

**OIL PRODUCERS REFINING COMPANY**, Wilmington, Del., capital stock \$40,000; granted permit to do business in Texas; State headquarters, Dallas; S. H. Hart, State agent.

**OLEANDER PETROLEUM COMPANY**, chartered May 26, \$100,000 capital stock; J. H. Hill, F. M. Lege, Jr. and C. B. McKinney, incorporators. Offices 1506 Magnolia Building.

**PEARLSTONE MILL & ELEVATOR COMPANY, INC.**, chartered May 29, \$200,000. J. S. Pearlstone, Tucker Royall and Hyman Pearlstone, incorporators. This company is just completing its new mill and elevator and will soon begin operation.

**PERRY HEIGHTS REALTY COMPANY**, chartered May 1, \$100,000 capital stock; E. Gordon Perry, J. R. Shelton and Jack Taylor, incorporators.

**W. S. POPE WHOLESALE COMPANY**, Kansas City, Mo., has leased an office at 607 Trust Building.

**POST & FLAGG**, New York, cotton, have selected Dallas as headquarters for Texas with H. D. Martin as district manager.

**PRAIRIE REFINING COMPANY**, chartered May 20, capital stock \$50,000; I. B. Walker, Jack Estes and G. W. Voiers, incorporators. A refinery for the manufacture of petroleum products, such as car grease, axle grease, lubricating oil, etc., is being built by this company at Grand Prairie at a cost of \$40,000. I. B. Walker is president of the company, which has offices at 401 Sumpter Building.

**PRICHARD & LEVY, INC.**, 1606 McKinney Avenue, chartered May 16, \$12,000 capital, by H. A. Prichard, M. B. Levy and C. H. Lacy, to engage in plumbing supply business.

**PROGRESSIVE ROYALTY & PRODUCING CORPORATION**, 906 Western Indemnity Building, chartered May 29, \$1,000 capital stock, by J. W. Hamilton, A. D. Barber and J. H. Sweatt.

**PURE CREAM PRODUCTS COMPANY**, 504 South Harwood Street, manufacturers of chocolate covered ice cream bars.

**QUALITY FILM COMPANY**, 1816½ Main Street; chartered May 16, \$10,000 capital stock, by David Berbaum, Bert King and J. C. Read, to engage in the distribution of independent motion picture films in Texas, Oklahoma and Arkansas.

**RADIO EQUIPMENT AGENCY**, 1315 Main Street, distributors of radio equipment.

**RADIO EQUIPMENT COMPANY OF TEXAS**, 1201 Commerce Street, distributors of radio supplies.

**REFINERS PRODUCTION COMPANY**, chartered May 2, \$10,000 capital stock; F. W. White, Russell Reynolds and P. L. Fordyce, incorporators.

**ROMA INVESTMENT COMPANY**, chartered May 4, \$18,000 capital stock; J. T. Pirano, Tony Strangem and C. S. Papa.



**ROTH RADIO COMPANY**, 1600 Elm Street, radio equipment.

**SCHWARZENBACH, HUBER COMPANY**, New York, silks, have opened a Southwestern office at 718 Trust Building.

**SIMPLEX RADIO MANUFACTURING COMPANY**, 913 South Ervay Street, manufacturers of complete radio receiving sets, for distribution throughout the Southwest.

**SOUTHERN RADIO LABORATORY**, Harwood and Bryan Streets, radio equipment.

**SOUTHWESTERN ENGRAVING COMPANY**, chartered May 2, \$12,000 capital stock; J. C. Brokaw, S. R. McElreath and J. J. Weldon, incorporators. Successors to Practical Engraving Co.

**SOUTHWESTERN STORAGE BATTERY COMPANY**, salesroom and service station at Main and Harwood Streets.

**B. F. STURTEVANT COMPANY**, Hyde Park, Boston, Mass., manufacturers of ventilating apparatus, blowers, fans, engines, etc., has established Dallas office at 515 Dallas County Bank Building, J. E. Matthews, manager.

**TEXAS CHEST & SPECIALTY COMPANY**, 1312 Commerce Street, distributors of Security steel chests for protection from fire, theft, moths, dampness and dust. They expect later to build a factory here. E. J. Blalock is secretary-treasurer.

**TEXHOMA SALES COMPANY**, 214 Western Indemnity Building, distributors of steam cleaning outfits for automobiles and similar lines. T. M. Bamford, B. G. Neville and J. C. Howerton are associated in the company.

**TIDAL OIL COMPANY**, Tulsa, Okla., has established offices at 920-23 Great Southern Life Building. This is an important addition to the city's rapidly expanding petroleum interests, as the office here will be an important one. The company has a capital stock of \$15,000,000, and operates extensively in the Southwestern fields.

**TRINITY BUILDING & LOAN ASSOCIATION**, chartered May 6, \$1,000,000 capital stock, by D. M. Craddock, G. H. Irish, C. A. Myers and H. R. Mitchell, to engage in old line building and loan business. The company will have offices in the Magnolia Building.

**UNITED MUTUAL LIFE INSURANCE COMPANY**, 505 Deere Building, is completing its organization work and expects soon to engage in the life insurance business with general offices in Dallas.

**UNIVERSAL CARLOADING & DISTRIBUTING COMPANY**, New York and Chicago, maintaining merchandise service from Detroit, Chicago and St. Louis, has established an office at 911-13 Marion Street, L. P. Ashley, manager.

**VIRGINIA BUILDING COMPANY**, chartered May 4, \$160,000 capital stock, by C. D. Cain, Z. E. Marvin, C. H. Connell and O. F. Wencker.

**WAXAHACHIE PRODUCTION COMPANY**, chartered May 2, \$10,000 capital stock, by F. W. White, Russell Reynolds and P. L. Fordyce.

**WHITE ELECTRIC COMPANY**, 1933 Commerce Street, distributors of DeForest radio equipment.

## Southwest Durbar Proves Splendid Success

CONGRATULATIONS are in order for President T. E. Jackson, Secretary E. F. McIntyre and all officials and citizens who worked so faithfully to make the first Southwest Durbar, May 21-27, an unqualified success. It is to the inspiration and imagination of J. C. Phelps that the inception and development of the Southwest Durbar idea is largely due. Harry A. Olmsted, president of the State Fair, suggested the name.

While many thousands from over the Southwest enjoyed the Durbar, its success is to be measured not altogether by attendance, but also by the spirit which it inspired in Dallas people, by the artistic triumph represented in such features as the band contest, the opera "Martha," the parade held May 26, one of the largest and most beautiful ever seen in the South; the Durbar of Flowers staged at the Coliseum that night, and the coronation of the Queen of the Durbar and grand ball at the Stadium Saturday night. In the automobile style show, the rodeo, airplane and athletic competitions and in various other features during the week, attractions of unalloyed merit were offered.

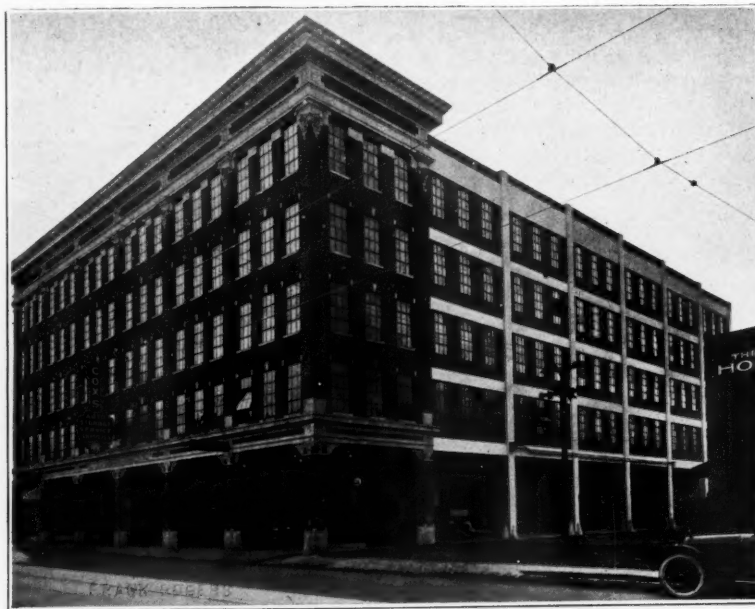
Dallas is the home of the State Fair, held in the fall, the largest State fair in the Nation. Now it appears that Dallas is to have each spring a second Mardi Gras, a week of most enjoyable scenic, artistic, athletic and instructive features that should draw to Dallas each year more and more of our friends from throughout the Southwest.

## Tablet Company Gets More Space

The Southwestern Tablet Company, 2006 North Lamar Street, has leased the two-story building at 2222 Griffin Street for a period of five years and will occupy the building as soon as it is available. This company manufactures a complete line of school and writing tablets, stenographers' notebooks, etc., the factory having been started about eighteen months ago. The new building will provide nearly three times the floor space of their present location, additional space being necessary to take care of the company's rapidly growing business. W. L. Morgan is president and manager of the company.

The Charles H. Amos Handle Company, Stilwell, Oklahoma, manufacturing second growth hickory axe, pick, adze, sledge hammer and hatchet handles, wants some Dallas manufacturers' agent.

## Big, New Home of Cox, Inc. Innovation in Auto Circles



EPPPS G. KNIGHT BUILDING

An "automobile department store" is the way the new establishment of Cox, Inc., at 317-25 Masten Street, is classed. The site and five-story fire-proof building cost \$333,000 and the structure has 91,000 square feet of floor space, with parking space and storage capacity on the upper four floors for 500 cars. On the drive-in lower floor are a battery service station for any make of battery, open day and night; ignition and tire service; accessory department; washing and vacuum cleaning departments; considered a modern step in the movement to relieve traffic congestion in Dallas, the leading automobile and tourist center of the State. The structure comes largely as a result of the removal of the railroad tracks from Pacific Avenue, and is in the immediate vicinity of the 18-story Medical Arts Building, under construction, and the 12-story Dallas Athletic Club, for which the site will be cleared next month. The Hughes-O'Rourke Construction Company were the contractors and F. J. Woerner the architect for the Cox building. Officers of Cox, Inc., are as follows: Morgan H. Cox, president; James C. Vosburgh, 1st vice-president; W. J. Rowson, 2nd vice-president; Mrs. Bess H. Banks, secretary, and Forrest T. Reed, treasurer. The building was the home of the automobile style show staged in Dallas this spring.

# Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

Vol. 1 June, 1922 No. 6

## DALLAS CHAMBER OF COMMERCE OFFICERS

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Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

## How Big Do You Think Dallas Would Be if It Had No Chamber?

BY CHARLES SAVILLE,  
General Manager  
Dallas Chamber of Commerce

What is it worth to Dallas to maintain at its highest efficiency a strong centralized "power house" for industrial, commercial and civic development? The answer is "Millions." Consider how small an amount your Chamber of Commerce is costing Dallas today.

The value of building permits issued here last year was approximately \$15,000,000. The budget of the Chamber of

Commerce was about 7/10 of 1% of this amount.

The value of goods made in Dallas last year was about \$100,000,000. The operating cost of the Chamber was approximately 1/10 of 1% of this amount.

Clearings of Dallas banks last year totaled \$1,289,069,708. The income of the Chamber was less than 1/100 of 1% of this amount.

The Chamber of Commerce is not, and does not claim to be responsible for every accomplishment in the city of Dallas. But it is our recognized leading commercial and civic organization and is doing its part. The Chamber has never had the membership it deserves, nor the universal support it should have in order to carry out successfully the broad, constructive program of city building ahead of us. Those who have not joined the Chamber are being benefited by the public-spirited efforts of those who are members.

Our organization is controlled by twenty directors who are elected by the membership. They serve without any remuneration. If these twenty leading business men were banded together in any kind of a business organization, who would not be willing to invest in their company? Dallas has a population of more than 200,000. The membership of the Chamber is around 2,000, which means that thousands of citizens are not carrying an investment in this big community organization working solely for a bigger and better Dallas. Do you believe Dallas could boast 200,000 today had we not had a Chamber of Commerce?

Are you helping the directors? The slogan of every member should be:

*"I will not criticize nor condemn the Dallas Chamber of Commerce for anything in which I deem they have been remiss unless I am, myself, a member and have personally given time, thought and effort to help the Chamber get results."*

Here is one good way you can help. The activities of the Chamber are limited solely by its financial support. Help get a new member. Call the Chamber for a membership blank or furnish the name of the firm or individual whom you have persuaded to sign up in the cause of a bigger and better Dallas.

One of the largest equipment purchases made since the railroads have been turned back to private owners has been handled through local offices of the Missouri, Kansas and Texas Railroad. The purchase calls for 30 steel passenger coaches and 2,500 freight cars to be constructed at once at a cost of \$5,500,000.

## New Chamber Members of Past Month

A. D. Aldredge, 402 N. Texas Bldg., Cotton Stationery Supplies.  
American Home Builders Association, 624 Trust Bldg., Real Estate, Loans, Insurance and Builders.  
American Railway Express Co., Express.  
American LaFrance Fire Engine Co., cor. Commerce, Kentucky and Smith Sts., Fire Apparatus.  
Ashley R. Bond, 613 Sumpter Bldg., Commercial Artist.  
Bomar Bros., 426 Linz Bldg., Insurance.  
Geo. A. Briner, Sewall Paint & Glass Co., River St., Paint and Glass.  
Brown-Abbott & Co., Inc., 619 Wilson Bldg., Bridges and Roads.  
Browne & Browne, 1312½ Elm St., Photographers.  
Burch Shorthand Reporters, 219 Dallas County Bank Bldg., Shorthand Reporters, Court and Convention.  
Cannon Ball Towel Supply Co., 2009 Orange St., General Towel Supply.  
Central Contracting Co., 1003 Magnolia Bldg., General Contractors and Engineers.  
Chiles & Jarrett, 408 Scollard Bldg., Stocks and Bonds.  
Cochran & Houseman, 202-5 Republic National Bank Bldg., Fire and Casualty Insurance, Bonds.  
Connor-Hudson Co., 1415 S. W. Life Bldg., Contracting Engineers.  
Dallas Janitors Supply Co., 302 Marvin Bldg., High Grade Janitor and Building Supplies.  
Davis Mfg. Co., 2222 Griffin St., Flavoring Extracts and Chemicals.  
Ira P. DeLoache, 309 Slaughter Bldg., Real Estate and Investments.  
Freeze & Mosig, 420 Slaughter Bldg., Electric Advertising.  
Gay Bros. Cafe, 1207 Commerce St., Cafe.  
Glick Bros., Inc., 1602 Elm St., Ladies' Wear.  
Goodyear Tire & Rubber Co., 3200 Main St., Rubber Goods.  
Gum Bros. Co., 410-13 American Exchange Nat'l Bank Bldg., Farm Loans.  
E. C. Haerber, 4301 Elm St., Retail Druggist.  
Col. Hayden, 2115 Elm St., Auctioneer and Merchant.  
Heermans Mfg. Co., 2400-16 Coombs St., Mattresses and Felt Comforts.  
Hope Theatre, Elm St., Moving Picture Theatre.  
Lacy Lumber Co., Greenville Road and Mocking Bird Lane, Retail Lumber.  
Fred L. Lake & Co., Inc., Mfgs. Milk Bottle Caps, Rubber Stamps, Badges, Buttons, Etc.  
Liberty Grain Co., 313-15 N. Walton St., Wholesale and Retail Poultry and Dairy Feeds.  
R. D. Lewis Film Co., Inc., 1812 Commerce St., Motion Picture Film Distributions.  
M. B. Luna, Assistant Postmaster, Postoffice.  
Herbert A. Martin, 4605 Lindsley Ave., Cotton.  
Mason Smith Co., Agency, Cotton Merchants.  
Sam G. McFadden & Co., 316-18 Linz Bldg., Real Estate, Rentals, Loans.  
Merchants Cigar Co., 104 S. Market St., Wholesale Cigars.  
L. G. Moody, 2114 Jackson St., Mgr. Service Truck Co. of Texas.  
Modern Chemical Mfg. Company, Inc., 326 Trunk St., Warner Liquid Solder, Mendaleak Comps.  
N. O. Nelson Mfg. Co., 915 McKinney Ave., Wholesale Plumbing and Heating Supplies.  
Chas. F. O'Neale, Rep. of Texas Cedar-Maid Chest Co., 512-13 Republic Nat'l Bank.  
Manufacturing, Distributing Texas Cedar-Maid Chests.  
Pacific Knitting Mills, 109 Murphy St., Factory Agent.  
Julian Pennington, 417 Dallas Co. Bank Bldg., Psychological Clinic.  
John Philp, Postoffice, Postmaster.  
Pickering, Burke & Co., 209 S. W. Life Bldg., Steamship and Tourist.  
Peden Iron & Steel Co., 416 Praetorian Bldg., Oil Well Supplies, Hardware and Auto Accessories.  
Dr. J. A. Robertson, 918 Dallas County Bank Bldg., Physician and Surgeon.  
Racine Tire Service Co., Commerce and Market Sts., Tires, Gasoline Filling Station,

Radio Equipment Co. of Texas, 1201 Commerce Street, Radio Supplies, Apparatus and Installation.  
ratus and Installation.

T. A. Robinson, 827 Gt. So. Life Bldg., Real Estate Investments.

Stuart's Flower Farm, Route 1, Sta. A, Box 361. Life Insurance.

Rev. Chas. C. Selecman, 2711 Fairmount, Minister of Religion.

Texas Mutual Life Ins. Co., 804 Sumpter Bldg., Life Insurance.

Texas Automotive Co., 2504-6-8 Commerce St., Automobiles.

Texas College of Optometry, 1708½ Commerce Street.

H. G. Travers, 2521 Cedar Springs, Retail Grocer.

Universal Carloading & Distributing Co., 913 Marion St., care Dallas Storage & Warehouse Co., Consolidated Car Forwarders, Freight Forwarders.

Verdun Cafe, 1330 Commerce St., Cafe.

Waller Brothers, 1623 Pacific Ave., Printing.

Wood & Edwards, 427 S. Ervay St., Hatters.

Word & Ostrand, 2902-4 Elm St., Auto Parts.

Dr. Robt. S. Yancey, Wilson Bldg., Physician and Surgeon.

Geo. C. Young, Postoffice, Supt. of Mails.

## Juniors to Attend National Convention

The third annual convention of the U. S. Junior Chamber of Commerce meets in Indianapolis June 15-17. The Dallas Junior Chamber will be represented there by G. Brice Gaston and Howard L. Varner as official delegates. Visiting delegates going to attend the convention from Dallas are R. H. Austin, Julius Schepps, Leo Bruchsalter, Ira J. Russell, Adolph Rider, J. F. Giles and Ronald Vincent.

All delegates from Texas points will meet in Dallas on June 13, leaving in a body on the Texas Special for St. Louis. From there the party will proceed on a special train with the other delegations congregating in St. Louis, reaching Indianapolis on the morning of June 15.

Publicity matter will be carried advertising Dallas. Official insignia will also be worn by all Dallasites on the trip.

The American Soda Fountain Company has moved from near Commerce and Martin streets to 2024 Commerce.

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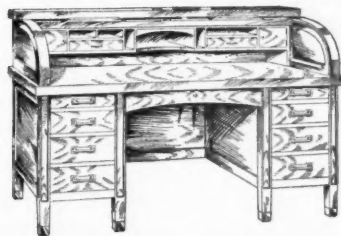
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# Dallas, Chief Inland Cotton Center

**W**HILE the Southwest, the greatest producing district of raw materials in the Nation, has its magic sands yielding more than one-half of the petroleum of the United States, its mineral and timber resources and its fat flocks and herds, still cotton will always be the standard source of revenue, the king of crops in this empire.

Cradled in India, this crop which is so commonplace in the Southwest has weaved a thread of romance through the ages. Cotton was the urge which took Alexander the Great across the Indus; that inspired the industrial revolution which spelled the downfall of Napoleon and made England a giant among Nations. Cotton was the strength of the Saracen in Spain and the incentive to Columbus and to Vasca de Gama, doubling the Cape of Good Hope in search of a route to the East Indies. Ancients called cotton "vegetable wool" and it might well have been the "golden fleece" for which Jason sought.

Cotton is a world-wide necessity. In the great war it was food and clothing to the living, wings to the swift plane, dressing for wounds, tires for Red Cross trucks, an important ingredient in powerful explosives. In every sphere of life, cotton enters as a dominating factor and new adaptations are being discovered yearly. For sugar, for wheat, for corn, many substitutes can be found, but for cotton man has found no substitute.

**T**HE United States produces about three-fifths of the cotton of the world, with Texas, the first billion-dollar State in agricultural production, yielding around one-fourth of the cotton of the Nation. Cotton is King in the Southwest and Dallas is its seat of Government. Dallas finances one-third of the Texas crop and thousands of bales from adjoining States

are handled by Dallas cotton merchants. Daily reports are wired from Dallas to world market centers as to the condition of the Texas crop and the world's business pulse beats rapidly or slowly according to whether the reports are favorable.

## Cotton Financed at Dallas

The following statistics are taken from the official records of the Dallas Cotton Exchange:

Season—	Texas Crop in Bales	Value
1916-17.....	3,940,781	\$373,664,853
1917-18.....	3,220,500	474,669,595
1918-19.....	2,679,764	415,738,586
1919-20.....	3,096,000	540,674,260
1920-21.....	3,982,000	329,191,940

Season—	Bales Financed in Dallas	Value
1916-17.....	1,188,853	\$112,713,197
1917-18.....	1,124,666	165,784,521
1918-19.....	931,682	144,541,145
1919-20.....	962,835	168,091,734
1920-21.....	1,211,636	100,165,948

Enhancing the position of Dallas as the leading inland cotton market of the Nation, the American Cotton Growers' Exchange has established headquarters here with the Texas Farm Bureau Federation. This organization, which is said in time will be the largest co-operative marketing body in the world, has announced it hopes to market one-fourth of the South's cotton crop this year. Legally enforceable contracts, good for five years, are signed by farmers to deliver cotton to the State organizations of the national body. The American Cotton Growers' Exchange pledges itself to market any surplus cotton that cannot be handled advantageously by the State bodies.

## The Rise of Cotton Seed

**W**HILE statistics show Dallas leads as an inland cotton market, it is also believed that Dallas ranks among the leading centers of the world in the manufacture, financing and handling of cotton seed and by-products. Not many years ago cotton seed, like gasoline, was considered of little value. The 1918-19

Texas cotton seed crop brought to the producers \$64,638,510, with many millions added to this sum in manufactured value. Of this amount that year Dallas contributed \$26,850,000 in the handling and financing of the seed through five oil mills, two refineries and thirty-five brokerage firms.

The position of Dallas as related to this industry has been greatly enhanced by the completion of the first \$3,000,000 unit of the Procter & Gamble plant for the manufacture of shortening and cooking compounds and oils from cotton seed, placed here after years of investigation and visits by factory heads to all leading cities of the South.

In Dallas was completed within the past few years the third largest concrete cotton warehouse in the Nation, costing nearly \$900,000 and with a storage capacity of 100,000 bales.

Dallas manufactures and distributes more cotton gin and cotton oil mill machinery than any other city in the world. Nearly one-half of the world's cotton is ginned by machinery made in Dallas. Two great manufacturing plants and five large distributing branches operate in Dallas, the trade territory of these plants including Russia, India, Egypt, Mexico, South America and South Africa.

For the planting, harvesting and marketing of the cotton crop of the Southwest, Dallas furnishes the seed, fertilizers, plows, planters, cultivators, hoes, wagons, trucks, gins, bagging and ties, compress and mill machinery, Dallas being the third largest farm implement distributing center in the world. Labor saving machinery has greatly cut the time necessary to produce cotton, and the next development appears to be picking cotton by machine.

Continental Gin Co.





*From Farmer to Consumer*

**C**OTTON is produced in Dallas County, ginned in Dallas County, made into cloth in a local cotton mill and manufactured into garments and other commodities in Dallas factories. Cotton seed is produced in Dallas County, ginned in Dallas County, crushed and refined in local mills and manufactured locally into food products.

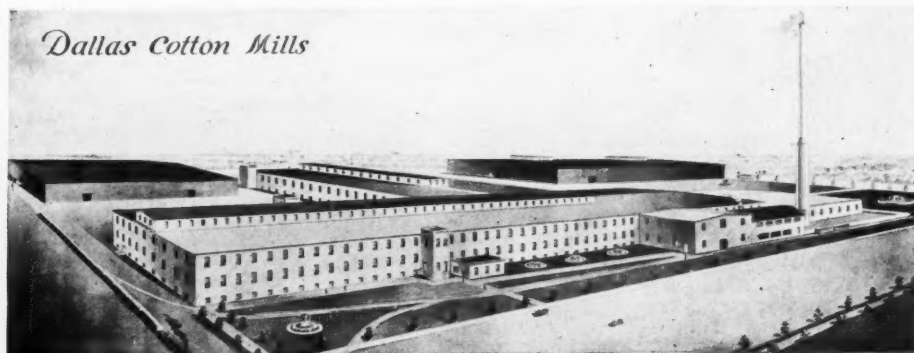
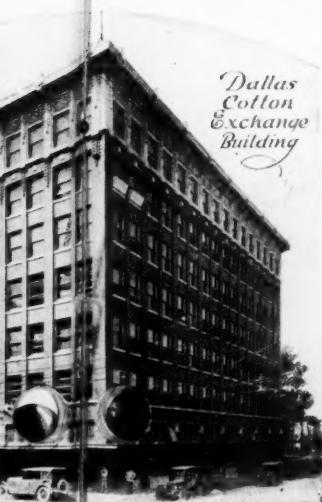
With several thousand people employed, and adding millions annually to the bank clearings, cotton and its related industries is one of the biggest businesses of Dallas. And local people appreciate this. Dallas banks and business houses are most progressive and liberal in all movements looking to the financing and advancement of the cotton interests of the Southwest. Officials of the American Cotton Growers' Exchange said that one reason why permanent headquarters of the exchange were placed at Dallas was because local bankers were splendidly responsive to the financial efforts of the organization.

The brightest era in the romance of cotton is at hand. Farmers and business men are wide awake as never before to improving its status. Through its Agricultural Department, the Dallas Chamber of Commerce contributes a substantial sum annually toward popularizing new and improved varieties of cotton; cotton that will yield more to the acre, that has a longer and stronger fiber, cotton with small plants, maturing early to escape the ravages of insect pests. Other Southwestern Chambers are following similar methods.

**H**EADQUARTERS for the Texas Bankers' Association, Texas Cotton Ginners' Association, Texas Cotton Seed Crushers' Association, Texas Industrial Congress, Texas Chamber of Commerce, Texas Farm Bureau Federation and affil-

iated bodies are at Dallas and movements looking to the improvement of the status of cotton and Texas agriculture in general center at Dallas and are given close co-operation by the Chamber. Diversified farming is the basis of successful agriculture because it enables the farmer very largely to finance himself while making a crop. Crop diversification has progressed more in the Southwest the past few years than it had in the previous quarter century. Cotton production is being stabilized and regulated according to the world's needs and cotton marketing placed on a more business-like basis.

Indeed the brightest years in the romance of cotton are at hand. The next move will be for more cotton mills for Texas, which has but one per cent of the cotton spindled of the South, although producing from one-fourth to one-third of the cotton of the Nation. Why should Texas ship its cotton out of the State and then buy it back in the finished product at greatly enhanced prices, paying the freight both ways? Theodore H. Price, editor of Commerce and Finance, said, following a recent visit to the State, that Texas offers the greatest opportunity in America for more cotton mills.



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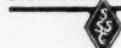
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## Shower for Chamber In Our New Home.

In the face of the many expenses in connection with remodeling the new home of the Chamber at Commerce and Martin streets, the officers and directors of the Chamber particularly appreciate the donation of a number of necessities for the quarters. The Caruthers-Stuart Sign Company, the Abbott-Cade Enameling Company and the Atlas Metal Works have pledged a large electric sign for the building; A. A. Ritchie of the American Body Works, a bulletin board; Linz Bros. and Arthur A. Everts Company, clocks; Housewives' Chamber of Commerce and the Circle A Corporation, American flags; Pollock-Burt Paper Box Company, towels; and the Hope Theater, a radio set. Most of these are "made-in-Dallas" products.

## Barnes Heads U. S. Chamber of Commerce

Julius H. Barnes of Duluth, Minn., was elected president of the Chamber of Commerce of the United States at the recent annual convention in Washington. George Waverley Briggs, vice-president of the Dallas Chamber, was our representative at the convention.

A Dallas concern, the Industrial Electric Company, was the successful bidder on the electrical contract recently let by the Darco Corporation, which is building of its electrical machinery. This company is also handling the installation of electrical equipment for the new American Ice Company plant on Greenville Road and for the Pearlstone Mill & Elevator Company for their new fireproof concrete mill. T. A. Hunter is manager of the Industrial Electric Company.

Mayor Aldredge of Dallas discussed "Municipal Welfare Problems" and E. A. Wood, manager of the Service Department of the Dallas Chamber, discussed "City Planning" at the tenth annual convention of the League of Texas Municipalities at Waxahachie May 17-18.

During the week of April 17 all window display at Dreyfuss & Son, Main and Murphy street, was devoted to an exhibit of "Made-in-Dallas" goods from various factories.

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Dallas National Bank  
Dallas Trust & Savings Bank  
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## Banquet Given for Arthur Hardgrave

The Texas Mutual Life Insurance Company gave a banquet in the City Club on Tuesday evening, May 30, honoring Arthur Hardgrave, a member of its executive committee and also a member of the original organization committee, who is leaving soon to live in Kansas City.

A splendid program was rendered, the principal speakers being Hon. John Marshall of Sherman on Life Insurance Salesmanship, Homer R. Mitchell on The Safety Factor in Legal Reserve, Level Premium Life Insurance, Arthur Hardgrave on Why I Believe in Life Insurance, W. B. Head on Why I Believe in Mutual Life Insurance and C. E. Calder on A Live Wire.

In appreciation of his splendid work on these committees Mr. Hardgrave was presented a gold watch by his associates. Claude S. Dawley made the presentation. Percy H. Smith then presented Mr. Hardgrave with a parchment aptly expressing the appreciation of all interested and signed by all the officers and directors of the company and members of the agency.

Thos. J. Jones, President of the Texas Mutual Life Insurance Company, acted as toastmaster.

Ewing Moseley, manager of the Dallas Automobile Club, has been named on the committee of arrangements for the convention of the National Automobile Association to be held in Chicago, June 19, and will leave for Chicago, June 17, with C. H. Verschoyle and other automobile club workers. This organization was formed by the recent withdrawal of eleven State associations from the American Automobile Association.

J. M. Williams, formerly of the Oklahoma City branch of the South Bros. Trunk Company, has been appointed manager of the Dallas house of that company, which has been moved from 1606 Main street to 1005 Main street.

### Hanway & Williams

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THOS. J. JONES, President, 301-2 Sumpter Building.

—it's in Dallas

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*Highest quality, lowest prices, dependable service*

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## DALLAS WASTE MILLS

DALLAS, TEXAS

The Original D. P. Cleveland

## "FLOZOFF METHOD"

For removing paint from Automobiles, Furniture,  
Houses or any painted article.

—♦—

Process fully covered by patents.

—♦—

A profitable, money-making proposition.

For particulars, see or write

## Universal Paint Remover and Motor Cleaning Co.

Owners

2517-19-21 Main Street

DALLAS, TEXAS

## CONFIDENTIAL TRANSACTIONS

We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"30 YEARS IN DALLAS"

### J. W. LINDSLEY & COMPANY

REALTORS

1309 Main Street

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## The Unmatchable Convenience of Natural Gas Service

*It*

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY

### F. B. DAVIS

AUTO AND CARRIAGE WORKS  
Buggy, Carriage and Trailer Tires  
All Makes of Automobile Wheels  
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Y-2036

### PHONE X 7526

For efficient STENOGRAPHERS, BOOK-KEEPERS and office help of all kinds. Only competent help recommended. TRY US

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716 Dallas County State Bank Bldg.

## ENGRAVINGS

ART WORK, ETCHINGS, HALF TONES, BEN DRY CUTS, COLOR ENGRAVINGS, PROCESS COLOR PLATES, ELECTROTYPES, STEREOTYPES, MATS, etc.

HARPER ENGRAVING CO.  
1009 MARILLA ST. DALLAS PHONE Y 5385

Catch your train use  
a BONDED TAXI. or a  
TOURING CAR catering  
to commercial trade  
Office: Union Sta.  
Tel. X 4050.

## Echoes of Pioneer Dallas Are Heard

AN echo of the pioneer days in 1841 when John Neeley Bryan built a rude pole hut here and, as other settlers arrived, named the village "Dallas" after George Mifflin Dallas, Vice-President under the Polk administration, came with the visit to Dallas last month of George Dallas Dixon, vice-president of the Pennsylvania Railroad, and a grandson of the man for whom Dallas was named. He was honored with a dinner by the Traffic Club and in the course of his remarks he said it was but natural that he should be proud of the progress Dallas is making. In his opinion a way must be found to make private ownership of railroads with public regulation a success or else in time the Government will have to own the roads. He was, however, optimistic as to a plan being worked out.

## First Dallas Male Child Visits Here

"It took sand and gizzard to ride range, round up cattle and skirmish with Indians in the early days of Texas," said John Neely Bryan, the first male child born in Dallas County, upon his visit here last month. Mr. Bryan lives on a ranch in West Texas. He is 76 years of age and is the son of John Neeley Bryan, founder of Dallas.

## Reports Business Condi- tions Improved

BUSINESS conditions in the Southwest have improved 100 per cent over last fall, Eugene Meyer, Jr., managing director of the War Finance Corporation, said in his report to President Harding upon his return to Washington from a tour which included Dallas. "Easier money in the East is bringing money on land mortgages into the West," he said. "Agriculturally, planting is a little late, but because of splendid rains the crop outlook in the Southwest is excellent."

Sebastiao Sampaio, Brazilian Commercial Attache for the United States, Canada, Mexico and Cuba, was quite optimistic as to increased trade between the Southwest and South America, upon his recent visit to Dallas. He extended an invitation to Dallas people to attend the centennial exposition in celebration of Brazilian independence to be held at Rio de Janeiro September 7.



## Dallas Leading as Radio Center

In the development of radio, Texas has more stations than seven other Southwestern States combined, according to Theodore G. Deiler, Government radio inspector, who was in Dallas last month conducting examinations of candidates for amateur and commercial operator licenses. He said that Dallas leads Texas in the number of receiving sets, there being 1,500 sets in Dallas and immediate vicinity. The WRR broadcasting station at Dallas mails out 3,500 programs weekly. Its messages have been picked up as far distance as New York. Dallas also leads the Southwest as a center for the distribution of radio supplies, and a company is now considering plans for the manufacture of such supplies in Dallas.

### *New Dallas Factory Makes Right Start*

The first check signed by E. J. Tolle, manager of the Goelitz Candy Company, 1007-9 Camp street, one of Dallas' newest factories, was for membership in the Dallas Chamber of Commerce, thereby cutting his industry in on the wires of the "power house of a progressive city," at the very outset.

### Hitzelberger Heads Michel Lime Co.

W. H. Hitzelberger Jr., formerly assistant manager with John E. Morris, Ford dealer, has taken over the active management of the Michel Lime Company, with offices at 810 Dallas County Bank Building and factory located on the Fort Worth pike just south of the Wyatt Metal & Boiler Works. The plant, which is the only lime manufacturer in North Texas, has a capacity of 7,500 barrels a month. The site of the plant, which is owned by the company, contains a supply of limestone practically inexhaustible.

Announcing the Opening  
of the

### *Psychological Clinic*

For Psychological Vocational Tests  
Under Personal Supervision  
DR. JULIAN PENNINGTON  
Former Director of Psychological  
Clinic for National War  
Work Council  
417 Dallas County State Bank Bldg.

## Just a Little Better

If you want "just letters" reproduced--you can get them anywhere.

If you want letters that are  
just a little better reproduced

just a little better fill-in

just a little better service

just a little better than the next best  
letters that the same amount of  
money will buy!

If you want satisfaction and service  
and courtesy--

Call X-3393 or Y-4177

## Commercial Printing and Letter Service Co.

Entire First Floor

North Texas Building

911 Main St.

Dallas



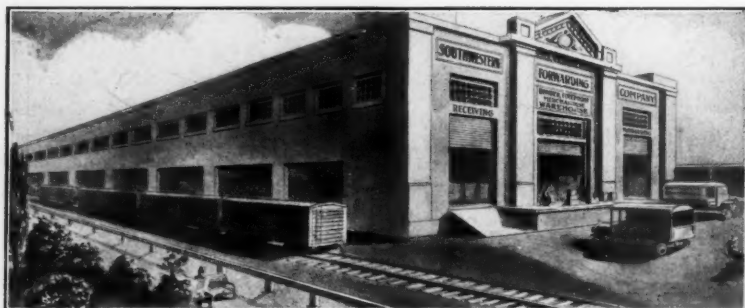
New Business enterprises that expect to grow, as well as old institutions that want to keep growing, find the services of this organization highly valuable in the planning and execution of sales and advertising campaigns.

*Merchandising Service, Sales Ideas, Copy Writing, Illustrating, Printing, and Mailing, all under one roof.*

### Johnston Printing & Advertising Co.

*"Everything in Advertising Literature and Printing from the Idea to the Finished Product."*

1808-10-12 JACKSON STREET  
DALLAS



## Modern Warehousing

478,000 Cubic Feet Fire-proof Storage  
Only Exclusive Merchandise Storage and Forwarding Company in Dallas.

Private siding on Santa Fe, Rock Island and Frisco Lines. Track capacity, 12 cars. Insurance rate, 27c per \$100 annum. Pool cars and solid car consignments given special attention. Your inquiries solicited.

### Southwestern Forwarding Co.

P. O. Box 1448      2300-2400 So. Harwood St.  
DALLAS, TEXAS

## Foreign Trade Department Notes

The Foreign Trade Department has just received a report from the American Manufacturers Foreign Credit Underwriters, 110 Williams street, New York, covering the first year of its operation, that is of interest to all exporters. During its first year of its operation, the membership of this organization has reached 380 exporting American manufacturers, representing a total capitalization of over \$500,000,000. One-third of this membership consists of firms rated in Duns at AAA 1. The normal yearly volume of export sales done by members is over \$300,000,000.

The association's files now contain over 160,000 rated foreign buyers. The 1922 edition of its Market Guide for Latin America has just been delivered to members, and contains the name, address, lines of commodities handled and insurability rating of over 30,000 importers in the Latin American countries.

A member of this exchange is privileged to insure such shipments as he chooses and at his option—selective insurance on each individual credit transaction on the member's discretion. Such insurance is a guarantee of the financial responsibility of the buyer and covers the full invoice value of the merchandise.

## Mexico Building at Fair May Be Erected

Luis N. Rubalcava, who has been named Minister from Mexico to Japan and will sail to his new post shortly, was in Dallas last month conferring with State Fair authorities relative to an exhibit by the Mexican Government at the 1922 State Fair. He spent some time with President H. A. Olmsted and Secretary W. H. Stratton going over sites for the possible building to be erected by the Mexican Government for the housing of a permanent Mexican exhibit. Senor Rubalcava formerly was subsecretary of the Department of Industry, Commerce and Labor of the Mexican Government.

## Challenge Issued

Manager A. L. Reed of the Traffic Department has set a "bogey" for the members of the Traffic Board—one new member for each member on the Board each week. There are fifteen members on this Board which will mean fifteen new members per week. Will any other Department agree to compete with the Traffic Board?

## BUSINESS OPPORTUNITIES

**B**ARCLAY & VAUGHAN, 950 Little Building, Boston, Mass., distributors of "Vangunco" products, consisting of wire stripping pliers, side cutting pliers, all-steel screw drivers and ratchet wrenches, want a distributor on a jobbing basis with exclusive territory in the Southwest.

Magnolia State Sales Agency, Jackson, Miss., an agency that sells direct from the manufacturer to the consumer, would like to get in touch with Dallas manufacturers interested in the distribution of their products in this manner.

Acme Lamp Works, 55 Cambridge Avenue, Jersey City, N. J., manufacturers of "Alwo" nitrogen electric lamps, wants a reliable firm or individual in Dallas to act as State distributor.

Jensen Specialty Corporation, 345 San Fernando Building, Los Angeles, Cal., manufacturers of mixers for malted milk, egg and similar drinks, want some firm or individual in Dallas to represent them in Texas.

Ernesto Costa, Bank of Nova Scotia Building, Havana, Cuba, has written the Chamber that he is interested in representing in Cuba, on a strict commission basis, Dallas dealers in produce, food-stuffs, grain and grain products.

J. C. Higgins Manufacturing Company, 2228 Arctic Street, San Diego, Cal., want a man to handle the State of Texas for the sale of their hot water heater.

Western Envelope Manufacturing Company, 714-18 Baltimore Avenue, Kansas City, Mo., want a representative in Dallas for their line of business envelopes.

Arjay Radio Products, 23 Jaques Street, Elizabeth, N. J., manufacturers of radio supplies, want a distributor for Texas. Inquiries should go to the New York office, 50 Church Street.

Marsh-Capron Company, Chicago, Ill., dealers in construction equipment, concrete mixers, sidewalk, curb and gutter forms, etc., want a dealer in Dallas.

Jayo Agency, Inc., Winston-Salem, N. C., distributors of the "De-hyd-rite" machine for home dehydration work, are seeking a representative in this territory.

Conley-Irwin Co., 3024 Forest Street W., Detroit, Mich., manufacturers of a dial test indicator used in tool rooms and machine shops for precision checking of machined parts, would like to communicate with a manufacturers' agent interested in representing them in this territory.

Spiegel Bros., 396 Broadway, New York, importers of tools, household utensils, novelties, etc., want to communicate with manufacturers' representatives who might handle their lines in the Southwest.

Schlecht Spark Plug Co., Bradentown, Fla., manufacturers of a patented sliding gap spark plug, want a distributor for this territory. Persons interested should communicate with S. M. Gordy, 2213 San Jacinto Street, Dallas, or with the company.

## Letter Service Company Gets Larger Quarters

An outstanding example of growth of a Dallas business institution is the case of the Commercial Printing & Letter Service Company which has just moved to new and much larger quarters at 911 Main Street. This space, formerly used as the banking room of the North Texas Bank, has some 4,000 square feet, with 700 square feet of vault space to protect the stock of customers from fire. The concern was organized but three years ago, but they now have one of the largest multigraphing establishments in the South, as well as other large departments. The concern claims some 400 customers among the rapidly growing list of business houses patronizing direct-by-mail advertising establishments. W. Marion Newman, president of the company, attributes much of the success of the concern to the fact that it has been a member of the Chamber since its establishment. John R. Sims, Jr., is first vice-president, Thomas R. Newman, second vice-president, and L. S. Dickason is secretary-treasurer of the company.

## Inter-City Freight Service

Between  
DALLAS  
and  
FORT WORTH

Economical  
Dependable  
Quick Service

## Binyon-O'Keefe

2107 Pacific Ave.  
Phone Y-4617

## Municipal Bonds and Warrants Bought and Sold

Loans made on first-class improved residence property in Dallas and on improved farms in the black land belt.

## BREG, GARRETT AND COMPANY

Praetorian Bldg.

## IT'S IN DALLAS HIGGINBOTHAM COMMERCIAL PHOTOGRAPHS

START YOUR ADVERTISING RIGHT BY USING PHOTOGRAPHS THAT TELL THE STORY.

1909½ ELM. X-7384

## PRINTING

SPECIALIZING  
Office Forms, Business and Professional  
Stationery—Conservative Prices

## Rutledge Printing Co.

Phone X 4445 1408½ Marilla St.

## DALLAS BUILDING AND LOAN ASSOCIATION

Authorized Capital \$20,000,000.00

Subject to Supervision of State Banking Department

SAVINGS

LOANS

S. KOENIGSBERG, Pres.

LEWIS F. BRUBECK, Vice-Pres.

## S. KOENIGSBERG, Inc.

See our Shantongs, Mohair and Tropical Worsteds for Summer Suitings  
1306½ Main Street.

## The Superior Salesman Goes After New Business

by

### *Using The Long Distance Telephone*

Trained observers of business declare that conditions are steadily improving. There is always business for those who go after it. But all are agreed that a superior quality of salesmanship is demanded.

A wise use of the Long-Distance telephone will give a greater impetus to the return to normal business conditions.

It is the personal touch that counts in competitive salesmanship and this touch is obtained in a dignified, effective manner by the telephone.

Try the "Station-to-Station" Service  
It Costs Less

**SOUTHWESTERN BELL  
TELEPHONE COMPANY**

## New Song Dedicated to Chamber

A new song, entitled "It's in Dallas," words by Al Mars and Bob Wells, music by Clarence Krause, all of Dallas, has been dedicated to the Chamber of Commerce. It was introduced at one of the luncheons of the Manufacturers' Department last month by Miss Hazel Ware Wilder, appearing at the Palace Theater, and was popularly received. The song follows:

"It's In Dallas."

"How do you do?

Glad to meet you.

I am opportunity.

It's not so strange

You want a change.

Why not come back with me?

Surely you will see

Prosperity

Rules without bound.

Again I'll invite you

And enlighten you

To the name of my wonderful town."

Chorus:

"It's In Dallas,

That's where I hold sway;

It's In Dallas;

I'm found there each day.

I've become so uster

Good old Dallas boosters

That I'll say the town means

Home, sweet home, to me.

"It's In Dallas

You will find your chance;

It's In Dallas,

Password there's advance.

"They always pull together

To make their business better.

So It's in Dallas.

That's the place for me."

## Old Colony Club May Be Located Here

Establishment of a branch of the Old Colony International Corporation, generally known as the Old Colony Club, in Dallas may be the result of plans now being formulated here by Dallas members of the organization and St. Louis members who have close personal and business relations in the city. Old Colony Clubs, which are composed of business and professional men, are located only in the larger and more important cities of the world. Among the Dallas members are W. S. Mosher, Frank Wozencraft, George B. Dealey, W. T. Davis and J. H. Brillhart.



## Cannon Ball Towel Supply Co.

2009 Orange Street  
DALLAS, TEXAS

Everything furnished in the  
Towel Supply Line

Service Unexcelled.

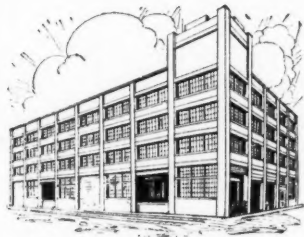
Phone X 2736

## FOR LEASE

Some Valuable Industrial  
Property with Best of  
Switching Facilities.

### R. Leslie Matthews

X 2118 Realtor X 2118  
409 Andrews Bldg.



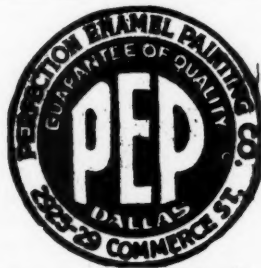
There is no better warehouse.  
There is no better service than ours.  
We specialize in the storage of  
merchandise, machinery.

Lowest Insurance Rate.

Bonded Warehouse

### Merchants Fireproof Storage Co.

1301 Broom St. Phone Y-4795



### Modern Automobile Refinishers

Your Car Enamel Painted in  
Six Working Days  
Tops, Seat Covers, Upholstery,  
Winter Enclosures and  
Repairing

PEP SHOP

Y-2740

Y-2740

## School of Commerce Closes

The Dallas School of Commerce of Southern Methodist University closes its year the first week in June. Classes will start again in September, when efforts will be made to interest more young men in the opportunities available in evening study. Classes have been held uniformly throughout the year, with over 400 young men enrolled in the various courses at both the evening classes at the Chamber of Commerce and the day courses at the University. Business men of Dallas have shown great interest in the work, and over one hundred men have given their time during the year for lectures and talks on their special lines of work, where it could be fitted into the regular program.

During the month of May the following men spoke before the class in Casualty Insurance: Ben T. Harrison, of Trezevant & Cochran, spoke on "Burglary Insurance, Bank, Mercantile, Residence, Personal Hold-Up."

J. W. Teagarden, of the United States Fidelity & Guaranty Co., spoke on "Public Liability, Contractors', Manufacturers', Hospital, Surgeons' and Dentists'."

L. C. McGee spoke on "Automobile Insurance, Property Damage, Collision, Moral Hazard."

H. V. Hays, of Geo. M. Easley Co., spoke on "Miscellaneous Casualty Lines, Steam Boilers, Fly Wheel, Engine Damage, Lloyds' Policies."

In the Retail Merchandising Classes, R. C. Dolbin, Superintendent of A. Harris & Co., delivered a talk on "The Importance of Service in a Retail Store Today."

J. E. R. Chilton, manager of the Retail Credit Men's Association, spoke on "The Place and Importance of Credit in Retail Merchandising."

Edgar Hurst, of Hurst Bros., spoke on "Selling at Retail."

The class in Advertising heard Leon Whittier, advertising manager of E. M. Kahn Co., speak on the subject of "Retail Advertising," and I. Lorch, advertising manager of A. Harris & Co., on "Department Store Advertising." Hugo Swan, manager of the Better Business Bureau, addressed the class on "Truth in Advertising."

At a meeting of insurance men June 5, H. M. Whaling, vice-president of S. M. U., and W. C. Wales, secretary of the Dallas School of Commerce, presented copies of the new Insurance Book to the authors of the lectures. These men received copies of the book: J. S. Aldehoff, E. C. Cooper, A. P. Cunningham, R. S. Fulton, B. T. Harrison, A. H. Haynes, T. L. Lauve, D. D. McLarry, Ernest Robbins, G. M. Seay, C. F. Thomas, G. S. Wright, S. W. English, J. W. Blanton, G. M. Easley.

## Promotion—

Promotion of a man to a better job means two things. For the man personally it means a higher quotation in the brains market, and a greater facility in selling his services. To the business of which he is a part it means that there has been uncovered a new reservoir of energy and ability that will help to push the business on to its goal of greater sales.

As an executive in your business can you help it more than by encouraging employes to better train their minds; that they may become greater assets to the business?

There is a University School of Commerce in Dallas, which exists for just such service to the businesses and individuals of the Southwest.

For information, address the Secretary,

**Dallas School of  
Commerce  
OF  
Southern Methodist  
University  
DALLAS, TEXAS**

## LIFE IS SWEET

Don't endanger it by exchanging towels with Tom, Dick and Harry!

Individual Towel Service—with *your name on your towels*—making the towel that you use as intimate and exclusive as your tooth brush.



### Dallas Towel Supply Co.

Phone Y-2687

2509 Commerce St.

### Seeking a Location in Dallas?

Business and Industrial Properties  
FOR SALE AND FOR LEASE

**LAWRENCE MILLER**

Member Dallas Real Estate Board  
801 Great Southern Life Bldg.  
Phone X-7675

### A Convenient Bank

Open daily, 9 a. m. to 8 p. m.  
Saturday 9 a. m. to 10 p. m.

### THE REPUBLIC NATIONAL BANK

Capital	Surplus
\$1,000,000.00	\$125,000.00

### Lang & Witchell

Architects and Structural Engineers  
American Exchange National Bank Bldg., Dallas



George M. Easley has been elected president, W. D. McLarry, vice president, and Eugene Bullock, secretary, of the Texas Inspection Bureau.

The Dallas Advertising League recently elected the following officials: Milburn Hobson, president; Herbert Stellmacher, first, and L. A. Whittier, second, vice presidents; Bernard Roemer, secretary; J. Howard Payne, chairman vigilance committee; J. B. Wascom, chairman speakers division.

Ned E. Depinet of Dallas has been named general manager of the Consolidated Film Company for the entire South, with headquarters here.

The Grand Prairie Lake and Levee Association has been formed with S. A. Fishburn of Dallas as president. Its purpose is to promote the impounding of water on every farm in the Grand Prairie district, not alone for ordinary uses but also to the end that losses of lives and farm property may be lessened by the holding back of flood waters.

John W. Carpenter, general manager of the Texas Power & Light Company, was elected vice president for the Texas division of the National Electric Light Association at the recent convention at San Antonio.

Fred N. Palmer of Dallas was re-elected secretary for the thirteenth time of the Travelers' Protective Association at its recent convention at Houston.

C. F. McAuliff, R. N. Miers, and F. N. McClurkin were delegates named by the Dallas Purchasing Agents' Association to the annual convention of the national association in Rochester, N. Y., in May.

The Rotary Club has elected the following officers: Walter E. Kingsbury, president; Bruce Bogarte, first, and Terry J. Moseley, second, vice presidents and Billy Haughton, secretary.

A number of men who have been associated with the local office of the American Public Service Corporation will accept positions in other places, according to the announcement of A. Hardgrave, local manager. Mr. Hardgrave will become manager of the Kansas City Ice Company; J. C. Kennedy will become manager of the Marshall, Texas, Electric Company; J. E. Meador becomes chief engineer of

the Oklahoma Power Company, Okmulgee, Okla., Dempster Murphy becomes manager of the stock and bond department of the American Public Service Corporation at Tulsa, and J. W. Pace goes to Chicago as auditor for the American Public Service Corporation.

Properties of the American Land & Irrigation Company in the Rio Grande Valley centering around Mercedes have been purchased by a corporation of Dallas men headed by Harry L. Seay, Clarence E. Linz and H. B. Seay. The property is said to be the largest privately owned irrigation projects in the United States.

While the Majestic Theater was occupied for two days during April by the Scotti Opera Company, Karl Hoblitzelle, president of the Interstate Amusement Company, arranged for players on the vaudeville circuit to carry vaudeville to Buckner Orphans' Home and similar institutions in Dallas.

## Rucker, Heartsill & Jones

REAL ESTATE SALES,  
LEASES, RENTALS

Adolphus Hotel Annex, 1317-19 Commerce St.  
Phones: Bell X 4174—Auto: Y 2191

Dallas, Texas.

Mr. Newcomer to Dallas:  
Dear Sir:

When you come to Dallas to select a location for factory, warehouse or salesroom, let us assist you. You will also want homes, either buying or renting, and our Residence Sales and Rental Departments can take care of you, as we have homes for sale or rent in all parts of the city. We also have several of the Old Line Fire Insurance Companies where we can place fire, tornado, liability insurance and write bonds.

**Rucker, Heartsill & Jones**

Realtors

L. O. Daniel, Jr. has been named manager of the millinery department of M. Saul Company.

Brice W. Hoskins, formerly connected with local newspapers, is now secretary-manager of the Chamber of Commerce at Ukiah, California.

The largest telescope in the Southwest has been purchased by Southern Methodist University. It has a six-inch aperture with an eight-foot focal length.

The five-story Burton Building in Fort Worth has been sold by S. W. King of Dallas and A. D. Collie of Liverpool, England, to Ben J. Keller of Fort Worth, for \$500,000.

Colonel and Mrs. J. T. Trezevant and Mrs. Trezevant's sister, Mrs. E. P. Freeman, will spend the summer in Europe.

Fred B. Russell, who has been connected with the Yukon Mill and Grain Company, Oklahoma City, has been made sales manager for the Morten Milling Company.

R. H. Gamble Company has announced that Max H. Guillot, formerly of the Dallas Trust & Savings Bank, has been added to the organization as manager of the real estate loan department.

F. H. Buck has gone to the Far East commissioned by the city to buy \$12,500 worth of rare birds and animals for the Dallas Zoo, which now ranks well with those of many cities larger than Dallas.

Miss Ruby A. Morrison, of Baylor Hospital, has been named superintendent of the Baptist Hospital Nurses' Home at Little Rock, Ark. Miss Morrison formerly was a teacher in Texas public schools.

"Bamboo Land," unique new garden on the roof of the Adolphus Hotel Annex, built at a cost of \$7,000, was opened May 15.

Paul Van Katwijk, dean of music at Southern Methodist University, has been re-elected president of the Dallas Music Teachers' Association.

#### J. F. ZIMMERMAN & SONS

SIGNS

Any Kind

2126 Cabell

#### J. A. PITZINGER

Architect and Structural Engineer

Factory Design, Warehouses and Concrete Structures

Southwestern Life Bldg. Y-2754



### Question

Where can I obtain sound dependable Stock Company Fire Insurance on the most favorable terms?

### Answer

In the Fidelity Union Fire Insurance Co., whose Home Office is right here in Dallas at 703 Browder Street. This company issues Old Line policies to cover selected risks on a participating basis. Prompt settlements, jam-up service and absolute freedom from contingent liability.

X-5478  
Telephones X-5479  
X-5470

*"The only Old Line Capital Stock Fire Insurance Company Maintaining its Home Office within the Corporate Limits of Dallas."*

## T. S. DeForest Company

FACTORS

GUARANTEED STANDARD BRANDS

LINSEED OIL

TURPENTINE

DENATURED ALCOHOL

CASTOR OIL

MORTAR COLORS

ANHYDROUS AMMONIA

Maintaining Adequate Storage and Warehouse Facilities for the Prompt Handling of the Above Commodities in any Quantities.

Office: 1819 Clarence St. Warehouse: 1818 Coombs St.

DALLAS

SERVICE

RELIABLE

## 2 in 1

TWO COMPANIES  
Under One Management

### Texas Employers' Insurance Association (A Purely Mutual Institution)

Writes—

Workmen's Compensation  
Insurance  
At Cost

### Employers' Casualty Company

(A Participating Stock Company)

Writes—

Automobile Public Liability  
Automobile Property Damage  
Automobile Fire and Theft  
Employers' Liability  
General Liability  
Elevator and Teams Liability

### LOW NET COST INSURANCE

Coupled With the Best Claims  
and Inspection Service Any-  
where in the State.

HOMER R. MITCHELL  
General Manager

Interurban Building  
Dallas

## 2 in 1



## Keeping up with busy Dallas

C. B. Hunt has succeeded S. S. Fraser as secretary of the Texas Ginners' Association and Texas headquarters have been moved from the Scollard Building to 3115 Commerce street.

R. Q. Scott, merchant at Tampico, Mexico, visited the Chamber of Commerce the past month while patronizing the Dallas market.

E. J. Kiest, publisher of the Dallas Times-Herald, has been elected honorary vice president of the Texas Cotton Palace, Waco.

J. M. Hadra, assistant cashier of the Republic National Bank, has been elected president of the Dallas Chapter of the American Institute of Banking.

The Texas Retail Merchants' Association, at its recent convention in Fort Worth, chose W. H. Wray of the Fakes Furniture & Carpet Company, Dallas, as president, while Eagle Pass secured the 1923 convention.

Burt C. Blanton, representative of Briggs-Weaver Machinery Company, Dallas, in Monterrey, Mexico, was a visitor at the offices of the Chamber last month. He has an interesting article on "The Industries of Monterrey" in the April issue of "Southwestern Machinery," published by Briggs-Weaver Machinery Company.

Rev. A. J. Weeks, for the past six years editor of the Texas Christian Advocate, has accepted the position of editor of all the missionary publications of the M. E. Church, South, and will be located at Nashville.

Dallas consumed 3,732,114,000 gallons of water during the past twelve months, according to reports filed with Water Commissioner Fred Appel by Herman Rosenthal, chief chemist of the water department.

J. K. Hexter has been re-elected president and Elmer Scott executive secretary of the Civic Federation.

Safford & Frey, Inc., will handle in the future the Auburn car in addition to the Gardner line, handled since the organization of the firm in February.

The Church of the Incarnation celebrated the past month the twenty-fifth anniversary of its organization as a parish.

The University Club of Dallas added 72 members during the fiscal year, bringing its membership to 450, according to the report of Executive Secretary W. E. Metzenthin.

The Watkin Company celebrated its fortieth anniversary last month. Will A. Watkin, president of the company, is also president of the Dallas Music Industries Association and recently was chosen head of the Texas Music Merchants' Association.

Edgar L. Flippen, president of Armstrong Packing Company, has been named a member of the plan commission committee of the Institute of American Meat Packers. The committee is to consider the establishment at Chicago of a technical educational institution.

E. L. Martin, engineer of maintenance of way for the Katy Railroad, has purchased an interest in the Hutt Contracting Company of Kansas City and becomes vice president of the concern, leaving the railroad June 1.

Frank L. Chase, manager of operations for the Lone Star Gas Company, has been elected a director of the National Gas Association.

## YOU MEN OF MEANS

You cannot possibly use your money to better advantage, either for profit or for the general good, than to buy large tracts of land, subdividing same, and selling at reasonable prices, on long terms, to worthy homeseekers, and assisting them in every way to success. Your observation must lead you to know that

## Land Is the Best Investment on Earth

I would hate to sell it to you to remain idle and thus retard the progress of Grand Old Texas, but would take delight in aiding you in disposing of it to the little home-owner, the greatest asset to our country. For instance, I have on my list now 1372 acres within about 100 miles of Dallas, for \$8.00 per acre, worth double this amount, but the owner must sell or lose it. Have bargains in land all over Texas, but especially between Dallas and Fort Worth.

## S. A. FISHBURN CO.

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Opposite Dallas News  
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J. K. Hexter has been elected president of the Central State Bank, succeeding L. L. Henderson who has headed the bank since its organization in 1914 and who will now devote his time to private business although continuing on the bank's directorate. Fred Kelly, already active vice president, was elected cashier also, succeeding John J. Kettle who resigned several months ago.

W. J. Evans, head of the analytical and statistical department of the Dallas Federal Reserve Bank, has been indorsed by the local chapter as a member of the executive council of the American Institute of Banking to be elected at the convention in 1923. Last winter Mr. Evans was chairman of the forum committee of the local chapter of the A. I. B.

C. L. Maillot has been elected president of the City Club, F. E. Austin, first, and J. R. Bower, second, vice president, and E. J. Gannon, Jr. and J. B. Walker re-elected treasurer and secretary respectively.

Judge W. H. Atwell, wife and son Webster will tour Europe this summer, sailing from Montreal July 19.

George J. Fix, formerly with the Maxwell Motor Company, has been appointed general manager of the Texas Automotive Company, succeeding C. J. O'Meara, who has moved to El Paso.

The Civic Federation of Dallas celebrated its fifth anniversary on May 25. The organization has grown from 80 to 700 members during the period.

The Young Men's Hebrew Association has purchased the Park View Club Building at Pocahontas and Park Avenue for \$40,000 and will operate the club for its members. An addition will be constructed, housing a gymnasium and swimming pool. Emil Corenbleth is president and Harris Kriss secretary of the organization.

R. Bergfeld, of Tyler, has purchased for \$245,000 the three-story brick building at 1215-19 Main Street. The property was owned by the Liberty Investment Company.

#### CONTINENTAL SAVINGS AND BUILDING ASSOCIATION

Subject to Supervision State Banking Dept.  
Commenced Business April 20, 1916

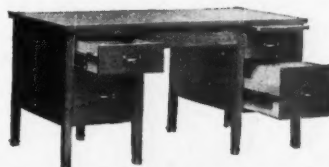
10% INTEREST PER ANNUM  
compounded semi-annually has been earned and distributed on every dollar for every day invested with this Association.

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The Oldest Transfer and Warehouse Company in Dallas. We specialize in assembling Household Goods and Automobiles for shipment in carload lots, thereby saving you money and insuring safe handling.

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## Dallas Title & Guaranty Co.

ABSTRACTS



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Under Supervision Commissioner of Insurance

## Business Visitors During Past Month

D. A. McConnell, president of the Flaxon Company, Newark, N. J., visited Dallas early in May on a trip through the Southwest.

I. B. Meers, special sales representative of the Stutz Motor Car Company of America, Inc., Indianapolis, Ind., was in Dallas several days during May on business for his company.

John Marshall, Jr., vice-president of the Firemen's Fund Insurance Company, San Francisco, Cal., visited the Dallas office of his company during the month, on a tour of inspection to various branches over the country.

Preston F. Bryant, sales manager of the Babson Statistical Organization, Wellesley Hills, Mass., spent several days in Dallas during May and called at the Chamber of Commerce on several occasions. While here Mr. Bryant collected considerable data on Dallas and Texas, through this organization.

Teodoro Rudeke, president of Teodoro Rudeke & Co., Guatemala, C. A., a large manufacturer of beverages and a member of the Guatemala Chamber of Commerce, called at the Chamber on a recent visit to Dallas to deliver a message from his organization offering to co-operate with the Dallas Chamber in building up trade relations with Central America.

W. H. Loughry, sales manager of H. Jevne Company, Los Angeles, Cal., importers of coffee and tea, and large manufacturers of food products, was in Dallas during May and while here collected considerable data for his company on the Dallas trade territory.

E. H. Betts, president, and Colonel G. R. Solomon, vice-president, of Earl & Wilson, Troy, N. Y., nationally known manufacturers of shirts and collars, spent several days in Dallas recently and were much impressed with the magnitude of the Southwestern trade territory and the possibilities for business expansion in this section.

Some people think "Service" to a community is spelled "Serve us." "It's what you give, not what you take, that helps to build."

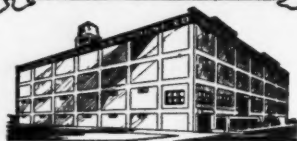
In order to "get out" something, you must first "get in." Tell it to that business acquaintance who hasn't yet joined the Chamber.

Suggest this new "Put and Take" game to your business associates: "Put in" an application for membership in the Chamber, and "Take" an interest in the community in which you live and work.

## DALLAS STORAGE & WAREHOUSE CO

**FIREPROOF STORAGE**

550,000 Cubic  
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Special Attention  
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### International Travelers Association, Dallas, Texas

PRICE CROSS, President

BEN HAUGHTON, Sec'y-Treas.

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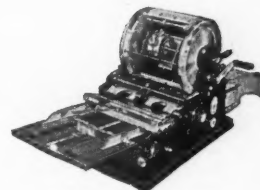
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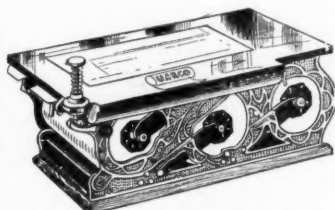
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## THE TIME FOR EDIPHONES IS SUMMER TIME

To Business Men:

It is not too early to organize offices for Ediphone benefits in vacation time. Get going before Summer.

If you want the most definite proof that The Ediphone System helps everyone in an office to accomplish more with their time, select Summer—the very time when vacations make the force shorthanded. Then, the Ediphone System does more for you—that's the time to buy.

Your present stenographers with Ediphone help can handle the vacation problem and save the expense of "substitutes" with the annoyance of teaching.

Speaking of vacations. The time has come in this reconstruction period of business when the "minimum force" must have their holiday. Last Summer when business was going badly many kept on the job—but this year give them a rest—and an Ediphone. It will fill the gaps in your staff.

A 15-minute demonstration in your office will prove how easy and positively necessary the EDIPHONE System is in practical operation.

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# DALLAS

## *Financial Center of the Southwest*

¶ Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year, or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

¶ Dallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

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